

Exhibit P

Part 2

Earner Insights | **Safety Incident Rate, as expected, is much lower for Women-Women matches**

-60%

Sexual IR compared to Women Driver Trips with the Filter OFF

Even though data is observational only, we do expect those trips to be in general safer

-72%

Sexual Incident Rate compared to regular Men Driver Trips

SA/SM Incident Rates



Updates coming monday EOD

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UBER_JCCP_MDL_003041051

After a WRP comms campaign, 7.9% of churned women drivers took a higher rides trip within 14D



No comms

We tested WRP comms across different women driver cohorts to understand how different groups respond to this messaging. The churn cohort generated strong impact on Rides Trip Rate.



Uber | 2023 CRM XP Learnings

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Note: 90% 2-tail Confidence Intervals & **Green:** Stat Sig; [Source](#) ³⁶¹

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Slide 361 Notes

Impact of safety messages across cohorts:

- In partnership with Cande, we run a series of baseline **WPR tests** targeting women drivers in eligible markets outside of the US to see whether this message drives a significant impact on rides metrics.
- We found that **only the churned cohort** responded well to this message which is reflected in the 14D Rides Trip Conversion lift. This is a cohort that we don't engage much with and due to their inactivity with the platform, they are less likely to discover new features like WRP in the app by themselves. By learning about the new women-to-women feature, the women drivers who were preoccupied with safety concerns felt empowered to go back to the platform and resume earning with Uber.
 - There was a positive lift in WRP metrics too: 14D Women Rider Preference feature utilization rate: [REDACTED]
- In the US, WRP is not live due to regulatory concerns. Given that is our biggest market, however, we still wanted to test **safety features** that would be more relevant to women earners concerned about their safety on the road.
- Research told us that while men and women have similar experiences and barriers to driving - **who they are picking up matters more to women**. That's why we talked about verified rider accounts and preventative features such as registering a dashcam. However, we didn't observe a lift in Rides FTR. We think that AnFT drivers might not be ready to consider using such features given that they have not yet experienced the platform and it might even increase concerns around interacting with passengers.
 - When breaking the results into fresh and stale AnFT users, we find that the fresh cohort drives a directionally negative impact on 14D Rides FTR [REDACTED] which is in line with our interpretation of results.
 - We haven't scaled this XP due to its flat results but we continue raising awareness around safety features in lifecycle comms because it's good for the user.
- Main takeaway: by communicating about safety features, different cohorts respond differently. More testing is needed to determine when

Slide 361 Notes (Continued)

and how to market safety features for women earners to maximize conversion (and avoid raising any safety concerns around transporting passengers).

Research goals and methodology

1. **Hard Filter**

A feature toggle that offers a Guarantee Match with a Woman (Rider or Driver).
Can be turned on / off.

2. **Soft Preference (What Lyft offers today)**

A settings that users can turn on to increase the chance of being matched with a Woman (Rider or Driver)

Methodology

600 Uber Riders

600 Uber Drivers

1800 Non-uber Riders, Drivers , Couriers

Markets: US only

SASM Incident Rate by Gender | When drivers and riders have the same gender, the incident rate tend to be almost 2x lower.

Combined - Rider and Driver reported

Rider reported

Male drivers tend to have the highest sasm rate reported against them when the rider is female

Driver reported

Male riders tend to have the highest sasm rate reported against them when the driver is female

This analysis is not a causal analysis as it is not controlling for different risk factors that could impact incident rate in all groups; Trips from 2024-01-01 to 2024-05-20

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Every 68 seconds
another American is
sexually assaulted,
and 90% of them are
Women.

At Uber, Sexual Incident Rates are [REDACTED]
**higher when reported by women against
men** (Riders and Drivers).

Women are [REDACTED] of the survivors of
Non-Consensual Sexual Penetration
incidents at Uber.

Data Refinement is WIP:

Let's get full 2023 IR and total
volumes for :

- Sexual Incidents All severity
- Serious SA/SM
- Critical SA/SM

ETA: Monday

Slide 364 Notes

In the World 97% of sexual assault survivors in the world are Women (RAINN).

Women's Safety Perception remains a big challenge

Women are always on guard when it comes to interactions with male drivers and assaults on [riders](#) and [drivers](#) remain a media focus

Time of day, location and driver behavior - even just a wrong turn - can trigger an escalation

Social media trends like leaving "DNA" behind, faking a call, and checking if doors are locked add to rider fear and paranoia

Woman Leaving 'Hair and Fingerprints' in Every Uber Sparks Safety Debate



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Slide 365 Notes

In the World 97% of sexual assault survivors in the world are Women (RAINN).

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Legal POV

Uber I

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REDACTED - PRIVILEGED

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Slide 367 Comments

1

Daniel Kolta, 4/24/2024 07:56 PM

REDACTED - PRIVILEGED

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REDACTED - PRIVILEGED

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REDACTED - PRIVILEGED

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Scenario discussion

Scenario 0: Launch Soft Filters for Riders & Drivers	Scenario 1: Launch Hard Filter for Riders & Drivers	Scenario 2: Launch both Hard & Soft Filter for Riders & Drivers
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Deck Flow

1. Story

- Why is the product important?
- What is the current women driver rider sentiment?
- What is the incident data on women riders/drivers?

2. What are our users telling us?

- Driver UXR insights
- Rider UXR insights
- WRP data insights in countries where its live

3. Competition

- What has Lyft done?
- Impact/Loopholes of Lyft's product - Objective, Subjective
- Other competitors

4. What is our proposal?

- Product options
- Our options along with inputs on marketplace viability, time to build, legal/policy/comms inputs + pros and cons
- Our recommendation and next step proposal

Paths forwards for Uber



1. Women earners

Empower women earners to drive with their gender preference on the platform



2. Women riders

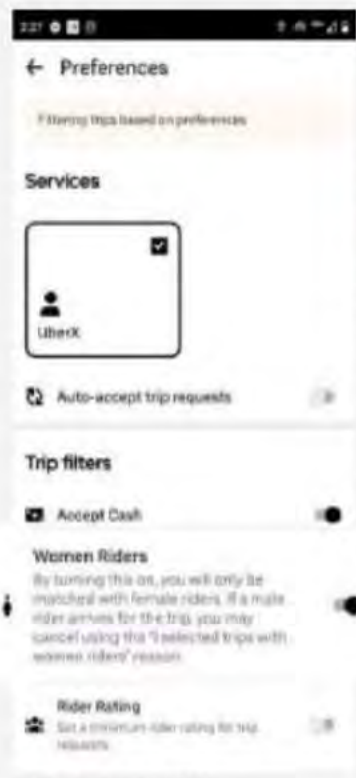
Make it easier for women riders to get matched with women drivers

Product options

Options for earners

Hard filter

Toggle feature on/off



Soft filter

Select between multiple preferences

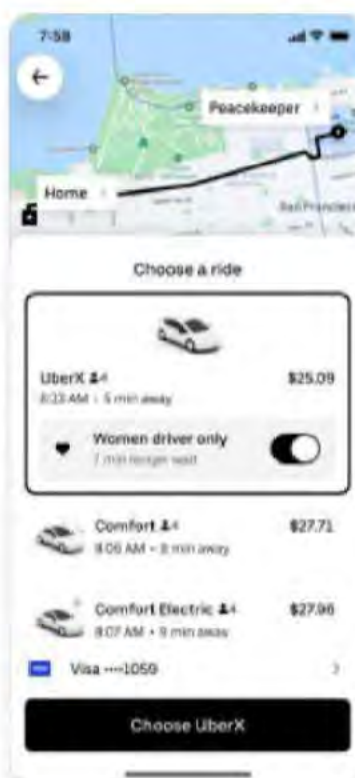


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Options for riders

Hard filter (on demand)

Let riders get a trip immediately



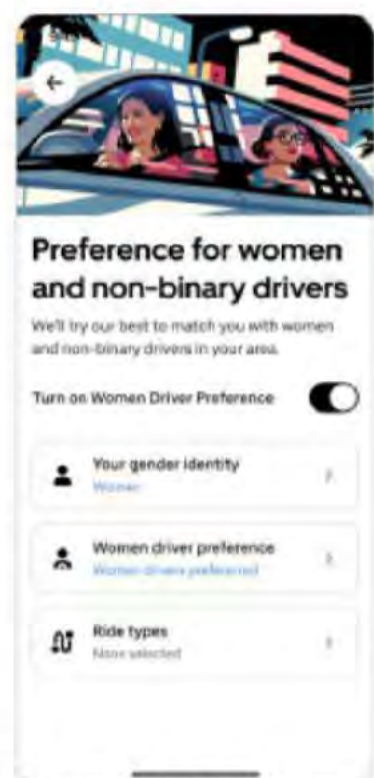
Hard filter (reserve)

Let riders reserve women drivers 1 hour before



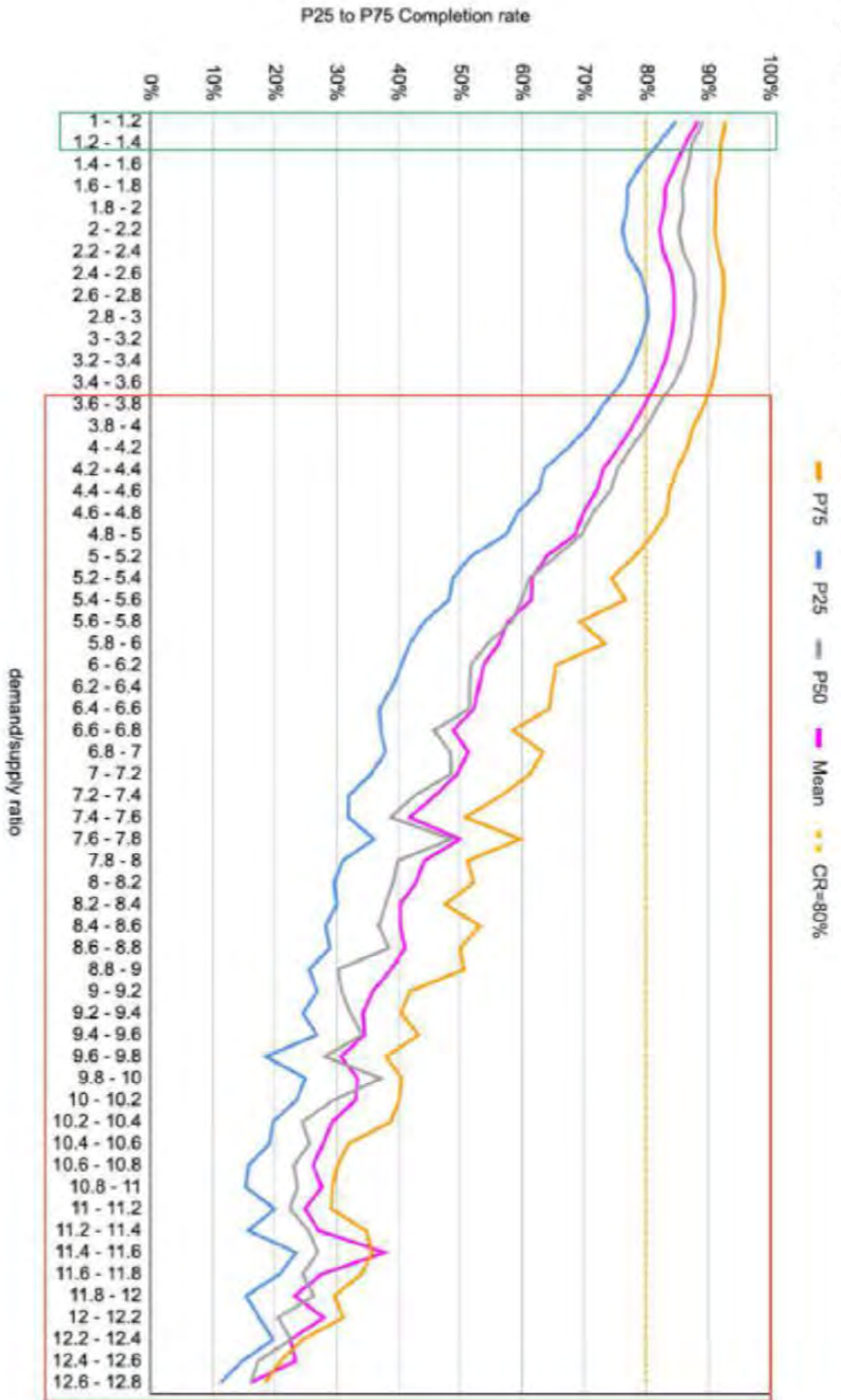
Soft filter

Select between multiple preferences



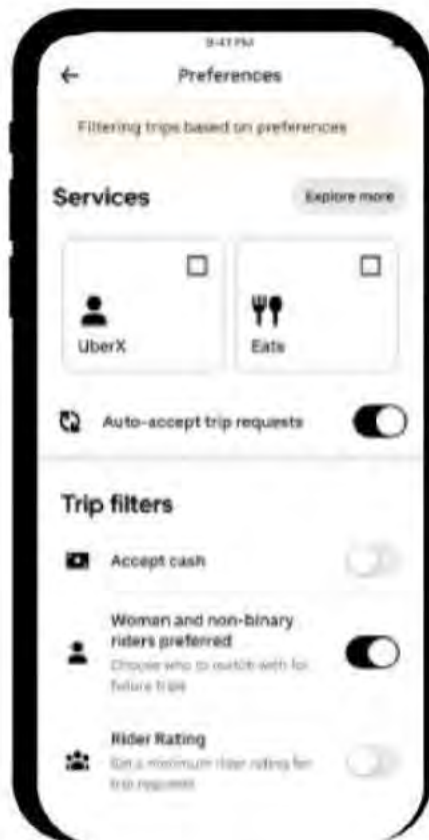
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Range of C/R / Women Demand / Supply Ratio



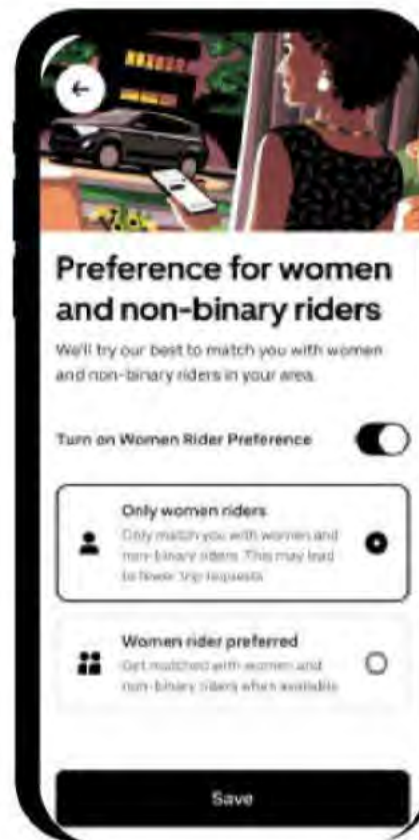
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Hard filter

Toggle one option on or off



Soft filter

Select between multiple preferences



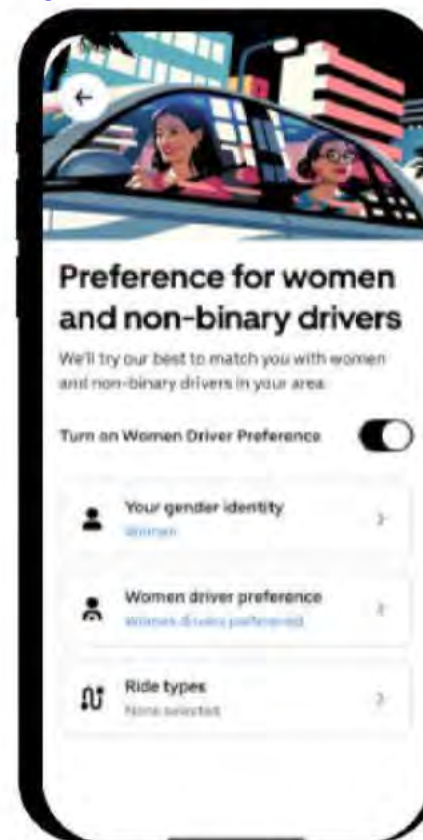
Hard filter (on demand)

Let riders get a trip immediately



Hard filter (reserve)

Let riders reserve women drivers
1 hour before



Soft filter

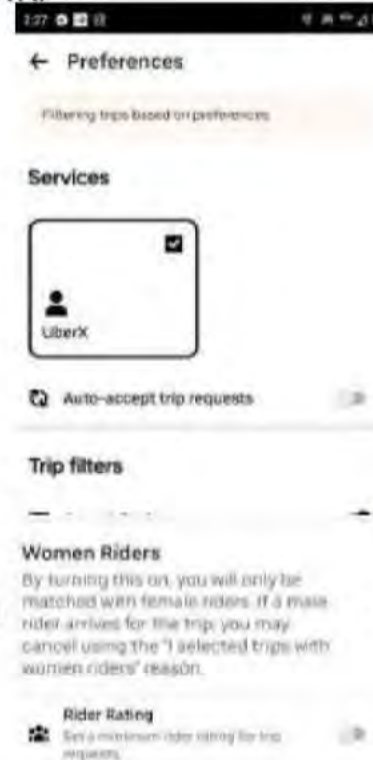
Select between multiple
preferences

For Earners | We have a good proven product with Woman Rider Preference, a superior product to Lyft in terms of Safety

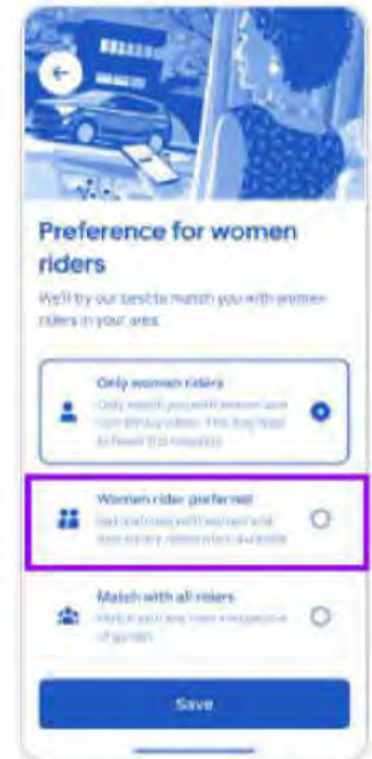
	Scenario 1: Expand Existing WRP to US	Scenario 2: Inclusion of Soft Preference US / global
Safety Product	WIP	WIP
US Legal Risk	REDACTED - PRIVILEGED	
US Policy		
US Comms		

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Scenario 1: Expand Existing WRP



Scenario 2: Inclusion of Soft Preference



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Competition

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Reception has been positive, and Lyft is anchoring on the benefit for Earners rather than Riders

Reception

High amount of **media coverage**, including [Today Show](#), with 33% of online mentions occurring on news & media sites

Main sentiment **was positive**, with some detractors (mainly men) regarding discrimination, and how gender is (not) verified.

Since Women+ national launch in Feb 2024:



Generally positive reaction (79% positive/neutral) in traditional and social media with users posting about their experience
Negative backlash when Lyft partnered with trans/non-binary driver for a social campaign.



FINALLY we can choose women drivers 🙌🏻👏🏻 #LyftDrivesHere



The Lyft women connect is my fav! The only time I truly feel safe whenever in using them



Lyft's Earnings Calls mentions

One of Lyft's highest-rated features, and most drivers who use it tell us they feel safer while driving with Lyft.

- Women and non-binary driver **activations increased by ~24%**; 20K new Women+ Connect drivers just in the last couple of months.
- **24% of new driver applicants are women**, higher than in the past.
- **67% of eligible drivers** (~15% of their total supply) have opted in

Uber's Women Earners data (US only)

- Women activations increased by [REDACTED] in Q1, and XXk new women drivers joined in Feb and March.
- X% of new driver applicants were women in Q1, up from Y% From Q1/23

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Lyft | **Women+ Connect** is a both Driver and Rider preference feature to prioritize matching between women and non-binary pairs

2

How the product works

- Launched in **September, 2023**, live in all US cities.
- Allows women and non-binary drivers and riders to **prioritize matching** between each other.
- Opt-in feature for existing riders; default on for new riders based on gender. Gender is self-declared at onboarding.

Slide 380 Notes

How do I turn it on or off?

Women and nonbinary passengers are automatically opted-in to Women+ Connect. To change your preferences:

1. Open the menu icon in the top-left corner.
2. Tap 'View profile.'
3. Tap the pencil icon in the top-right corner.
4. Tap 'Gender.'
5. At the bottom of this page, look for a toggle that says 'Women+ Connect'.

You can turn this on or off at any time. When turned on, Women+ Connect will allow you to be matched with more women and nonbinary drivers.

Slide 380 Comments

- 1 @bajaj@uber.com @mariana.esteves@uber.com
@natalia.galvez@uber.com

REDACTED - PRIVILEGED

Daniel Kolts, 4/23/2024 08:06 PM

Slide 380 Comments (Continued)

2 **Noted**
Srishti Bajaj, 4/23/2024 08:06 PM

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Lyft | What has Lyft claimed?

Lyft Earnings - Q1, 2024

- Women and non-binary driver activations increased by nearly 24% y-o-y.
- One of Lyft's highest-rated features, and most drivers who use it tell us they feel safer while driving with Lyft.
- 20K new Women+ Connect drivers just in the last couple of months.
- 24% of new driver applicants are women, higher than in the past.

Lyft Earnings - Q4, 2023

- **67%** of eligible drivers (~15% of their total supply) have opted in
- Drivers using Women+ Connect keep the feature on **99% of** the time
- Women+ Connect is one of Lyft's **highest-rated** driver features
- **7 million** Women+ Connect rides have been completed to-date.
- **Double-digit increases** in women driver sign-ups in pilot markets

Slide 381 Notes

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You can turn this on or off at any time. When turned on, Women+ Connect will allow you to be matched with more women and nonbinary drivers.

Lyft | **Women + Connect Reception was generally positive with some backlash over discrimination against men**

High Media Coverage

The Lyft Women+ Connect announcement generated a high amount of media coverage, with 33% of online mentions occurring on news & media sites.

In comparison, Go Get 2023 was 19% News and the Uber Teen Announcement was 27% News.

What is our POV

Positive user reception, with some detractors

████ riders agree that the feature has the potential to: Make them feel safer using rideshare

████ riders say that they would use a rideshare app more frequently if the company were to offer this feature.

████ of men drivers agree that the feature discriminates against men. █████ of men riders share that sentiment.)

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Slide 382 Notes

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You can turn this on or off at any time. When turned on, Women+ Connect will allow you to be matched with more women and nonbinary drivers.

Lyft | **xx**

Soft Preference Ambiguity

The fact that is default on for Women Riders after signup signals that the Preference might not be too enforcing on the Rider side.

What Lyft Claims

They pinpoint this feature is responsible for the increase in Women and non-binary, say this is adopted by 67% of women drivers 90% of the time

User's feedback

Great positive perception, minor user pushback on discrimination claims and on how gender definition is very loose.

REDACTED - PRIVILEGED

Slide 383 Notes

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To discuss: add 1 slide on how users feel about
soft Preference vs hard filter

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Competition | Lyft has innovated and created its own category with Soft Preferences, but other players offer options too

	Uber	Lyft	Didi	Bolt
Rider Hard Filter				SA, Poland, Romania
Rider Soft Preference		US		
Driver Hard Filter	CAN, BR, MX, AUS, SA, MEA		Latam Markets, AUS	SA, Poland, Romania
Driver Soft Preference		US		
Add logos of other smaller players				

Uber already has a solution for Drivers available in key markets, that is easily extensible globally. **Didi** has the exact same product as Uber.

Lyft's Soft Preferences have strong user sentiment but it's hard to assess how it works and its impact on safety.

Bolt is the only player that took a chance in the Hard Filter feature for Riders.

Smaller Local Competitors are pivoting to include Child transportation and elderly care (Safr - US, HopskipDrive - US, Lady Driver- BR).

Legal

Policy

User Experience - Rider and Driver

Pros and Cons - Hard vs Soft vs **Reserve**

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For Riders | **xx**

WIP

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Paths Forward for Uber

Rider Side

WIP

All Riders

- Launch Hard Filter
- Launch Soft Preference (Match Lyft)

Teens / Older Adults / Other Segments:

- Launch Hard Filter

REDACTED - PRIVILEGED

Driver Side

Continue Expanding WRP
Hard Filter
(already live in Can, BR, MX, AUS)

Match Lyft With a Soft
Preference Option

REDACTED - PRIVILEGED

What we need:

- **Better intro regarding state of Women's safety**
 - Start with an incident Story?
 - Bring Women risk perception to the front.
 - What other hard data we want
 - P0 is 2023 reported by Woman Driver / Rider
- **Updated UXR results:** Report will be ready by Monday
 - What we will have:
 - External users results
 - Internal user results
 - Riders and Drivers
 - Include insights on Lyft
- **Proposal;**
 - Multiple decision factors / pros - cons:
 - Time to build / time to market
 - Positioning against Competition / Comms Impact
 - Marketplace viability
 - Legal & Policy
 - What is the Product POV on path forward:
 - Scenario 1: Launch faster, respond with something better than Lyft
 - Hard Filter for drivers, Hard Filter for Riders (On demand & Reserve Pilot)
 - What are the markets we could launch in
 - Scenario 2: Take longer to build a more complete offering:
 - Hard & Soft for both
 - What are the markets we could pilot in

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Tiktop viral video on woman having to leave her fingerprints in the car in case she goes vanished - 17 M views

Point on bad reputation on safety

<https://www.tiktok.com/@eviemareee/video/7189025993045118210>

<https://www.newsweek.com/woman-hair-fingerprints-uber-car-safety-debate-tiktok-video-1764635>

<https://www.theverge.com/2022/1/18/22878214/uber-lyft-women-drivers-sexual-assault-harassment-safety>

<https://abcnews.go.com/Technology/video/women-rideshare-drivers-facing-sexual-assault-harassment-90037537>

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Slide 390 Notes

I've seen these videos trending too: <https://www.tiktok.com/@themominyourpocket/video/7048096638233201967?lang=en>

Of people pretending to be on a FaceTime call

<https://www.dailymail.co.uk/femail/article-8942335/TikTok-users-record-fake-FaceTime-calls-viewers-play-think-theyre-danger.html>

UXR Insights | **Option to select Women Drivers have been an old request from Women Riders, [REDACTED] say they want it**



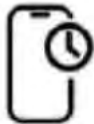
A woman is desired when the concern is related to the Driver

When driver concerns are higher than environmental and situational concerns, riders favor: guarantee match with woman driver.



Late night social events, late night after work & bars

Opting for a Women Driver would be mostly used in these situations when Women Riders might feel more vulnerable.



[REDACTED] would wait extra up to [REDACTED] more to get a Women Driver

[REDACTED] said they would wait at least [REDACTED] for a Women Driver.



Slide 391 Notes

Long-awaited feature:

But it has always been a challenge from a supply and Legal perspective.

Willing to wait & pay: Women Riders want to use it in specific times of day, are ok with waiting more and paying more

WIP - needs
policy review

Women Rider Preference

Legal, Policy, Comms Considerations

	WRP Hard Filter	WRP Soft Preference
Legal Risk	REDACTED - PRIVILEGED	
Policy		
Comms		

What we have done for Women's Safety:

- Safety Tools: recording, Trusted contacts, safety preferences, sharing location, live agent support
- Driver Identity efforts
- Rider Identity efforts
- Has that led to downward trend on reported by women SA/SMs?
- In Markets

User Insights | Women Rider Preference Trips has lower incident Rates compared to general Women Earner trips

**Safety incident numbers: %
lower incident for WRP on vs
Off and compared to male
drivers.**

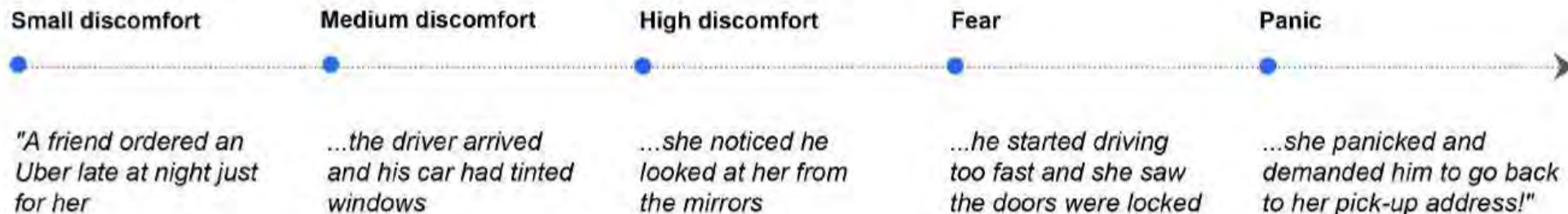
How Does Uber Compare with Competition in key markets

Key Insights

1. Uber already has a solution for Drivers available in key markets, that is easily extensible globally.
2. Lyft Created it's own "category". Soft Preferences have strong user sentiment but it's hard to assess how it works and it's impact on safety.
3. In many markets we see smaller competitors that provide Women Drivers, and that are also pivoting to include Child transportation and elderly care (Safr - US, HopskipDrive - US, Lady Driver- BR).

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Driver Soft Preference		US		

Context | Although Incidents are rare, Women's Safety Perception can be easily impacted by a variety of signals



This story was scary, but it incident

"There might be times where I get a ride to avoid being out in the street to feel safer. But then the driver might look at you differently, they might make some jokes that you don't like. **You might feel uncomfortable. We realize that we're not safe, even when you're getting in an Uber.**"

Current Rider, Brazil

lead into an

"They'll ask me what perfume I'm wearing and they'll be like, you look really nice tonight, and **[that] kind of crosses the line. ... An Uber ride should be transactional.**"

Current Rider, US

Lidia, Salvador, BR, Female

"If we're on a sketchy road or we seem like we're in a weird area, **my gut instinct is like, 'I hope that he's actually taking me where he says he's taking me.'** So then, I'm much more hypersensitive of who my driver is."

Current Rider, US

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To sum up, risk perception adds all these factors but still can lead to errors

Small discomfort

Medium discomfort

High discomfort

Fear

Panic

"A friend ordered an Uber late at night just for her

...the driver arrived and his car had tinted windows

...she noticed he looked at her from the mirrors

...he started driving too fast and she saw the doors were locked

...she panicked and demanded him to go back to her pick-up address!"

Lidia, Salvador, BR, Female

This story was scary, but it lead into an incident

Cognitive research shows that people's risk perception have a gap (they may feel safe in situations that are dangerous, and fear situations that are harmless). This also may vary a lot based on their internal biases and context (other riders probably would not have the same reaction in this situation). Still, the rider was in panic and demanded to end the ride (which could escalate into a serious IPC). So,

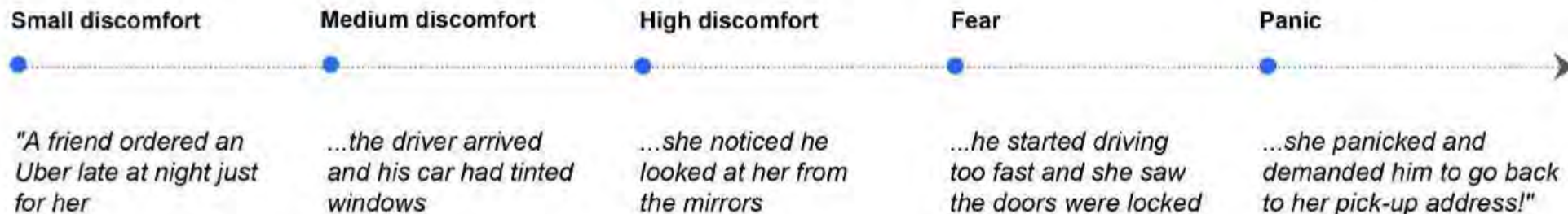
?

Source: [The risk perception gap: David Ropeik's Article](#)

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Context | Although Incidents are rare, Women's Safety Perception can be easily impacted by a variety of signals



This story was scary, but it incident

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UXR Insights | **Option to select Women Drivers have been an old request from Women Riders, █████ say they want it**



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Slide 399 Notes

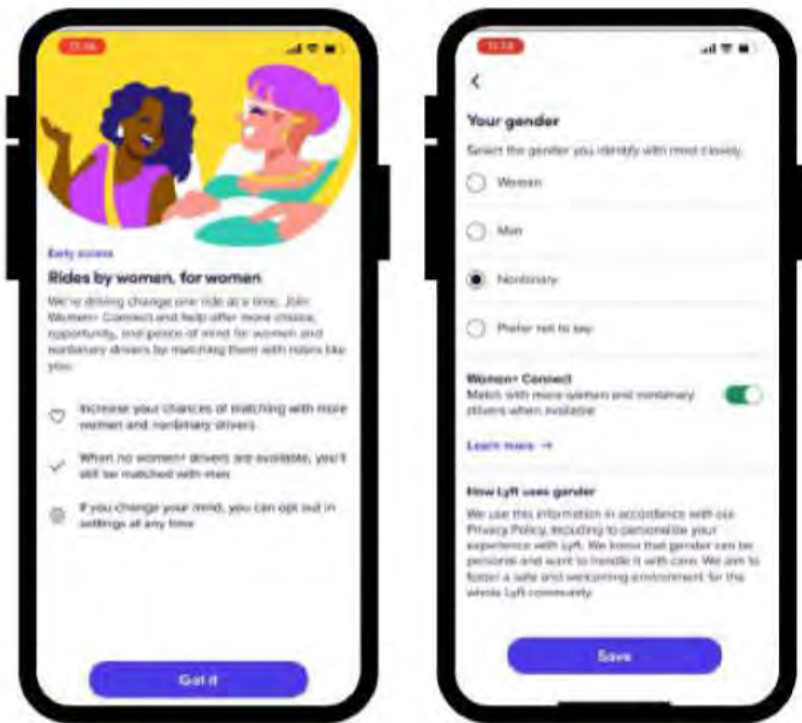
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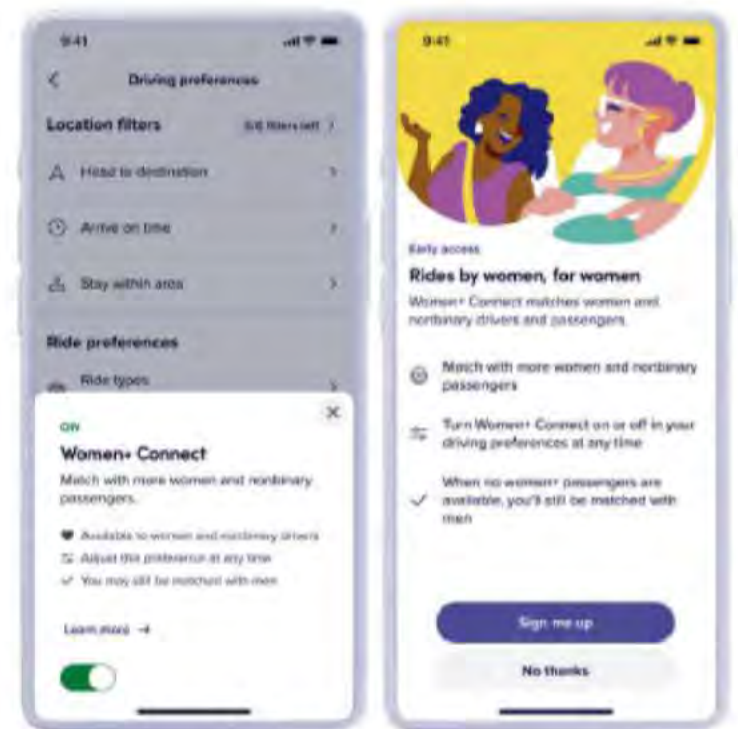
Willing to wait & pay: Women Riders want to use it in specific times of day, are ok with waiting more and paying more

Lyft | Women+ Connect is advertised as a Soft Filter Preference to increase the matching between Women and Non-binary pairs.

Riders' Version



Drivers



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Slide 400 Notes

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Every 68 seconds
another American is
sexually assaulted,
and 90% of them
are Women.

At Uber Sexual Incident
Rates are [REDACTED] higher for
women Riders and Drivers.

Nearly 44% of women in the US have been a
victim of sexual violence in their lifetime.

([CDC](#))

One quarter of undergraduate women say they
have been victims of sexual touching or
penetration without consent.



Slide 401 Notes

In the World 97% of sexual assault survivors in the world are Women (RAINN).

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UBER_JCCP_MDL_003041107

Non-serious SA/SM Incident Rate by Reporter Gender

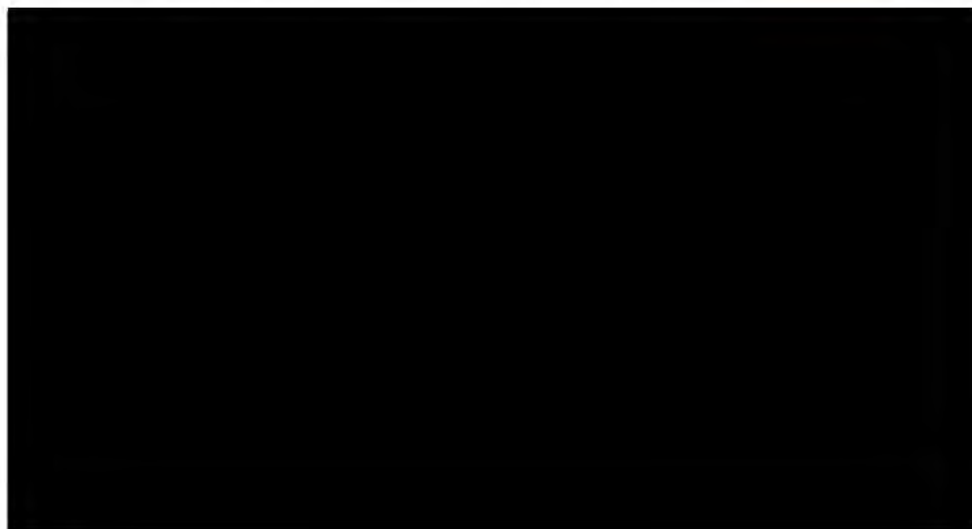
Rider Reporter

Trips from 2023-01-01 to 2023-10-31 ([source](#))



Driver Reporter

Trips from 2023-01-01 to 2023-10-31 ([source](#))



Note: LatAm and US&C have high driver gender coverage (>90%), APAC and EMEA have limited rider gender info

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UBER_JCCP_MDL_003041108

UXR Insights | Although Incidents are rare, Women's Safety Perception can be easily impacted by a variety of signals

Women are always on guard when it comes to interactions with male drivers

"The driver might look at you differently, they might make some jokes that you don't like. You might feel uncomfortable. We realize that we're not safe, even when you're getting in an Uber."

Current Rider, Brazil

"They'll ask me what perfume I'm wearing and they'll be like, you look really nice tonight, and [that] kind of crosses the line. ... An Uber ride should be transactional."

Current Rider, US

A truly scary story,

to an incident



"A friend ordered an Uber late at night just for her

...the driver arrived and his car had tinted windows

...she noticed he looked at her from the mirrors

...he started driving too fast and she saw the doors were locked

...she panicked and demanded him to go back to her pick-up address!"

Lidia, Salvador, BR, Female

Slide 403 Notes

How Driver looks at you, what they ask you, how they driving, what route they took, what music they're listening to, if they're talking on the phone...

Earner Insights | **Safety Incident Rate, as expected, is much lower for Women-Women matches**

-60%

Sexual IR compared to Women Driver Trips with the Filter OFF

Even though data is observational only, we do expect those trips to be in general safer

-72%

Sexual Incident Rate compared to regular Men Driver Trips



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UBER_JCCP_MDL_003041111

Pilot cities

Atlanta - very highly supplied city

Miami - medium supply

Las Vegas

Phoenix

Philadelphia

Houston

Dallas

Los Angeles<>Orange County

REDACTED - PRIVILEGED

A pilot approach is recommended

User insights

Hard Filter and Soft Preferences are valuable, each for specific purposes

Pilot plan (H2)

Validate product viability & reposition Uber

Lorem ipsum dolor sit amet

Ideal final scenario (2025+)

Launch both options for both riders and drivers

Variables & unknowns

- Effort & time to market
- User adoption
- Supply behavior
- Marketplace impact
- Legal risk
- Reception

A pilot approach is recommended

User insights

Hard Filter and Soft Preferences are valuable, each for specific purposes

Uber | Presentation name

CONFIDENTIAL

Pilot plan (H2)

Validate product viability & reposition Uber

Lorem ipsum dolor sit amet

Ideal final scenario (2025+)

Launch both options for both riders and drivers

Variables & unknowns

- Effort & time to market
- User adoption
- Supply behavior
- Marketplace impact
- Legal risk
- Reception

407

UBER_JCCP_MDL_003041114

May 28th Sync

Dara preso

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UBER_JCCP_MDL_003041116

Pilot cities discussion

[source](#)

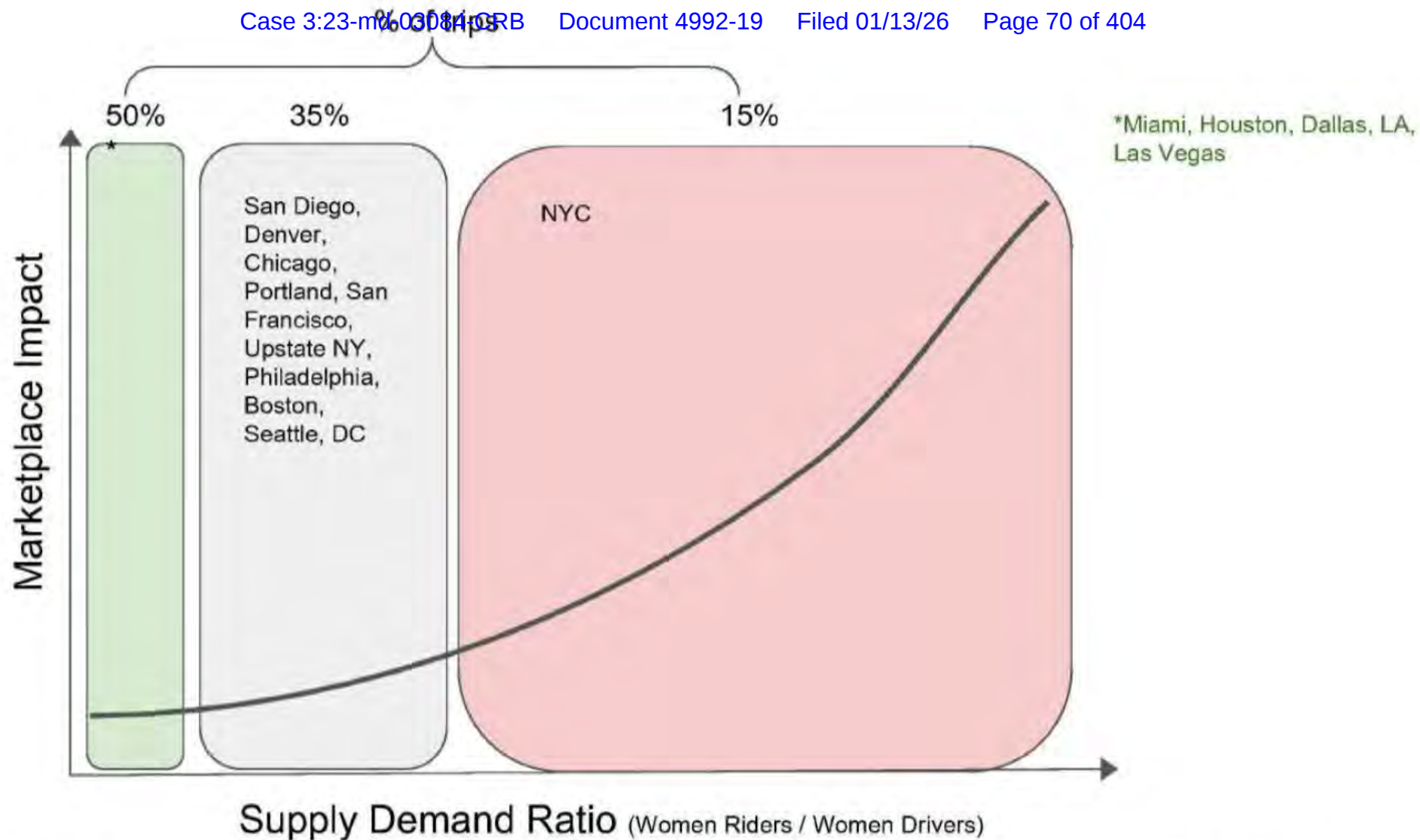
1	ID	City Name	% of US trips	women driver	women driver	demand / supply	sup nig
		New York City	11.8%	4%	2%	14.0	21.0
		Miami	5.6%	14%	10%	3.0	3.6
		Chicago	5.6%	13%	10%	3.7	4.5
		Los Angeles	4.5%	12%	11%	3.4	3.6
		Washington D.C.	4.4%	9%	7%	5.0	6.3
		Boston	4.2%	9%	6%	5.1	6.8
		New Jersey	4.0%	11%	8%	4.0	5.0
		San Francisco	3.8%	9%	7%	4.5	4.9
		Philadelphia	3.0%	12%	8%	4.4	5.9
		Dallas	2.4%	16%	13%	2.5	2.8
		Houston	2.4%	19%	16%	2.3	2.5
		Atlanta	2.1%	25%	20%	1.8	2.0
		Las Vegas	2.0%	18%	17%	2.2	2.2
		Orlando	1.6%	17%	13%	2.4	3.0
2		Upstate NY	1.6%	12%	9%	4.1	4.9
1		NYC Suburbs	1.5%	8%	6%	5.7	6.8
		Phoenix	1.4%	17%	15%	2.3	2.5
		San Diego	1.4%	11%	9%	3.3	4.0

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UBER_JCCP_MDL_003041117

Slide 410 Comments

- 1 @jianjin.wang@uber.com
What is the source of this table?
Assigned to jianjin.wang@uber.com
Mariana Esteves, 5/27/2024 08:07 PM



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UBER_JCCP_MDL_003041119

Uber Earners | In Latam where Women Rider Preference is live, +34% MaD use it; highest usage in ELC women drivers

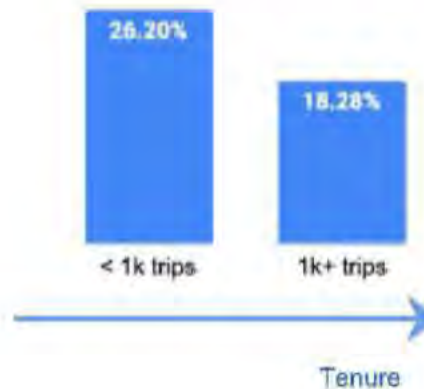
In Latam, adoption amongst women drivers is over 30%.

Most Women Earners who use this filter in Latam use for 90% of their trips in a monthly basis.

WRP Adoption	BR	MX	CAN	AUS
Ever tried the feature	60%	62%	40%	12%
Used it in a month (Apr/24)	34%	35%	12%	4%
% have it on for 90% of trips (Apr/24)	55%	51%	32%	30%

Higher usage of the WRP feature in Earners that are starting their journey with Uber

% of Women Rider Preferred Trips in drivers tenure cohorts (lifetime rides trips)



+7.9%

Increase in Trip Rate for Churned Women Drivers, after WRP Comms*

-53%

Sexual Incident Rates for WRP Trips compared with regular Trips for the same drivers.**

* Stat-sig XP Result in Mexico

** BR, MX, CAN, AUS, L12M IR

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UBER_JCCP_MDL_003041120

SASM Incident Rate by User Gender

When drivers and riders have the same gender, the incident rate tend to be almost 2x lower.
(Some tickets of WW have been reviewed and so far they tend to be GR with men)

Trips from 2023-05-01 to 2024-04-01 - US

only

Driver Gender	Rider Gender	SA/SM IR
women	women	37.7
men	men	67.3
women	men	71.1
men	women	32.7

This analysis is not a causal analysis as it is not controlling for different risk factors that could impact incident rate in all groups

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UBER_JCCP_MDL_003041121

SASM Incident Rate by Reporter Gender - US only, all severities

For both type of reporters, when driver and rider are women, the incident rate tend to be more than 2x lower

Rider Reporter

Trips from 2023-05-01 to 2024-04-01 - US

only

Male drivers tend to have the highest sasm rate
reported against them when the rider is female

Driver Gender	Rider Gender	Sasm IR
women	women	21.1
women	men	13.5
men	women	54.9
men	men	19.6

Driver Reporter

Trips from 2023-05-01 to 2024-04-01 - US

only

Male riders tend to have the highest sasm rate
reported against them when the driver is female

Driver Gender	Rider Gender	Sasm IR
women	women	9.3
women	men	44.1
men	women	3.9
men	men	7.8

This analysis is not a causal analysis as it is not controlling for different risk factors that could impact incident rate in all groups
18% of the incidents are from Unknown reporters. They have been removed from this analysis

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UBER_JCCP_MDL_003041122

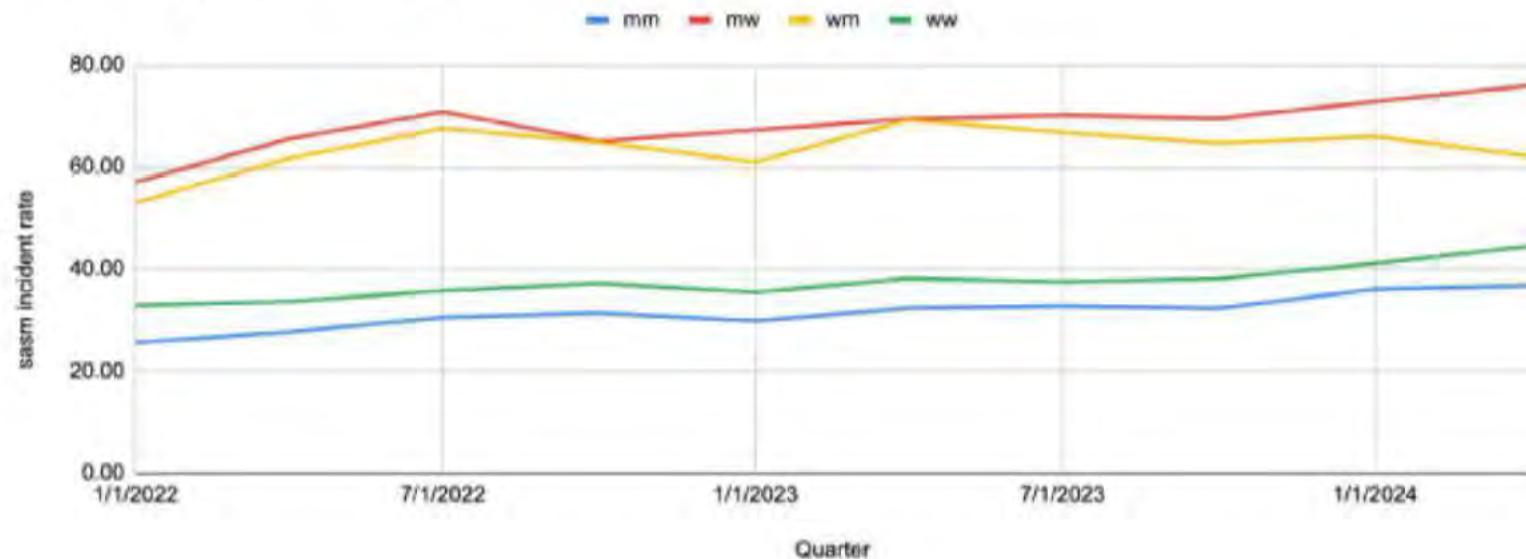
SASM Incident Rate Trend by User Gender - US only

Same gender tend to have the smallest IR and they tend to be more stable

Trips from 2022-01-01 to 2024-05-20 - Us

Only

SASM IR by driver-rider gender



This analysis is not a causal analysis as it is not controlling for different risk factors that could impact incident rate in all groups

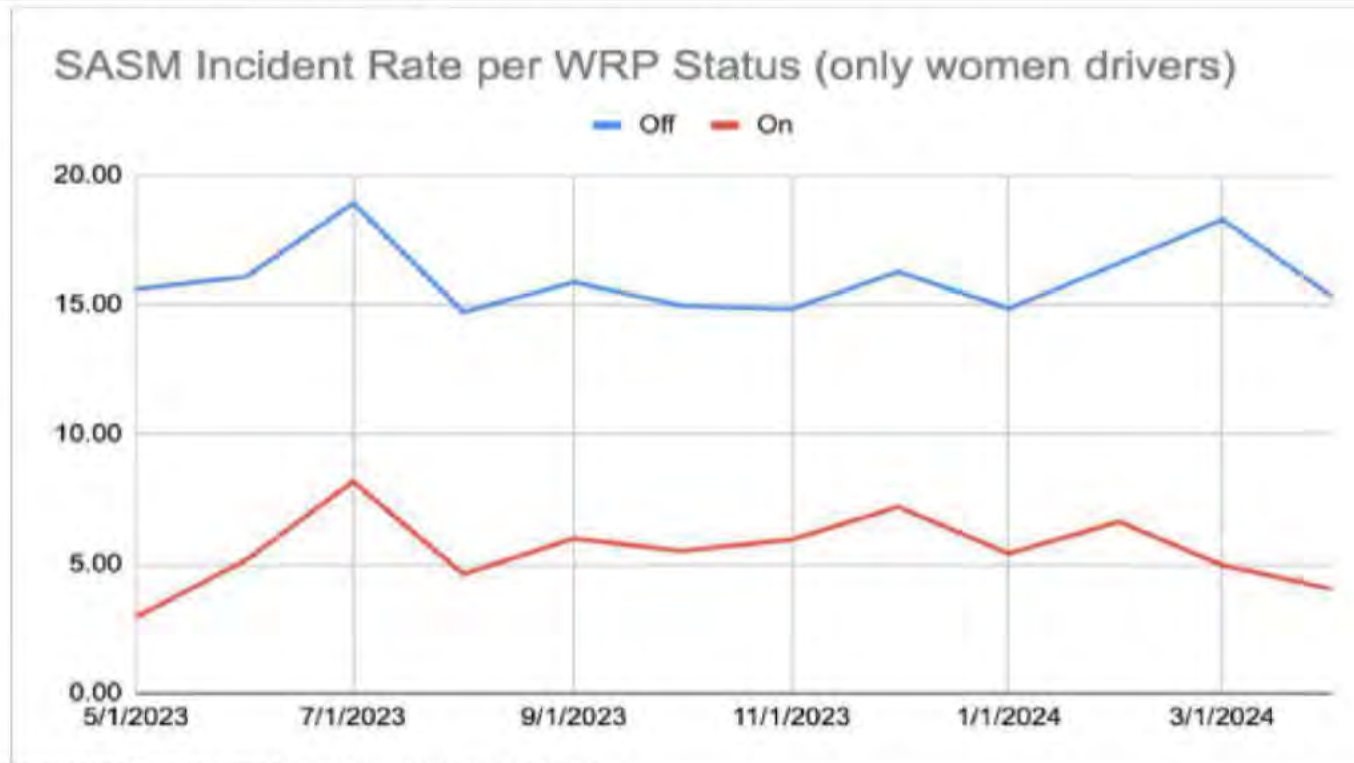
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UBER_JCCP_MDL_003041123

SASM Incident Rate Trend of WRP

The SASM rate is slower when WRP is turned on

Trips from 2023-05-01 to 2024-04-01 - All Countries with WRP



This analysis is not a causal analysis as it is not controlling for different risk factors that could impact incident rate in all groups

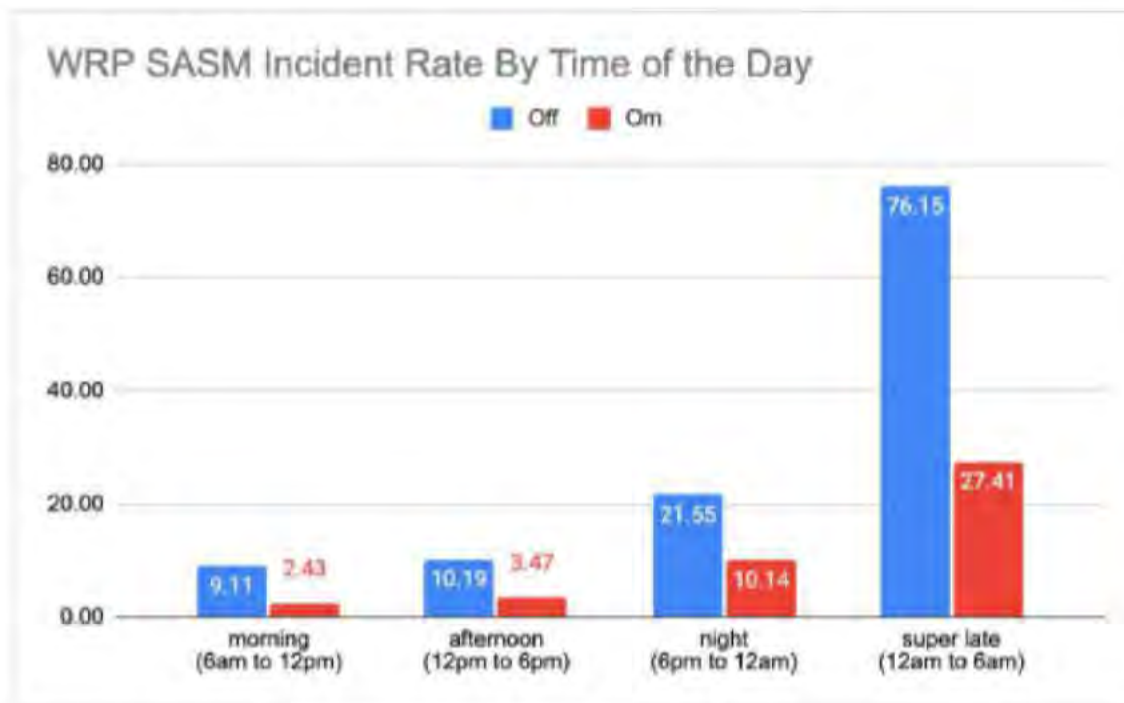
CONFIDENTIAL

UBER_JCCP_MDL_003041124

SASM Incident Rate Analysis WRP

WRP trips tend to have the smallest IR regardless of the time of the day

Trips from 2023-05-01 to 2024-04-01 - All Countries with WRP



This analysis is not a causal analysis as it is not controlling for different risk factors that could impact incident rate in all groups

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UBER_JCCP_MDL_003041125

SASM Incident Rate Analysis WRP

However, the same effect is not seen on guest rides trips. Trips with GR tend to have a higher IR on WRP trips.
(Perpetrators using women account? Reviewed tickets and usually are men)

Trips from 2023-05-01 to 2024-04-01 - All Countries with WRP



This analysis is not a causal analysis as it is not controlling for different risk factors that could impact incident rate in all groups

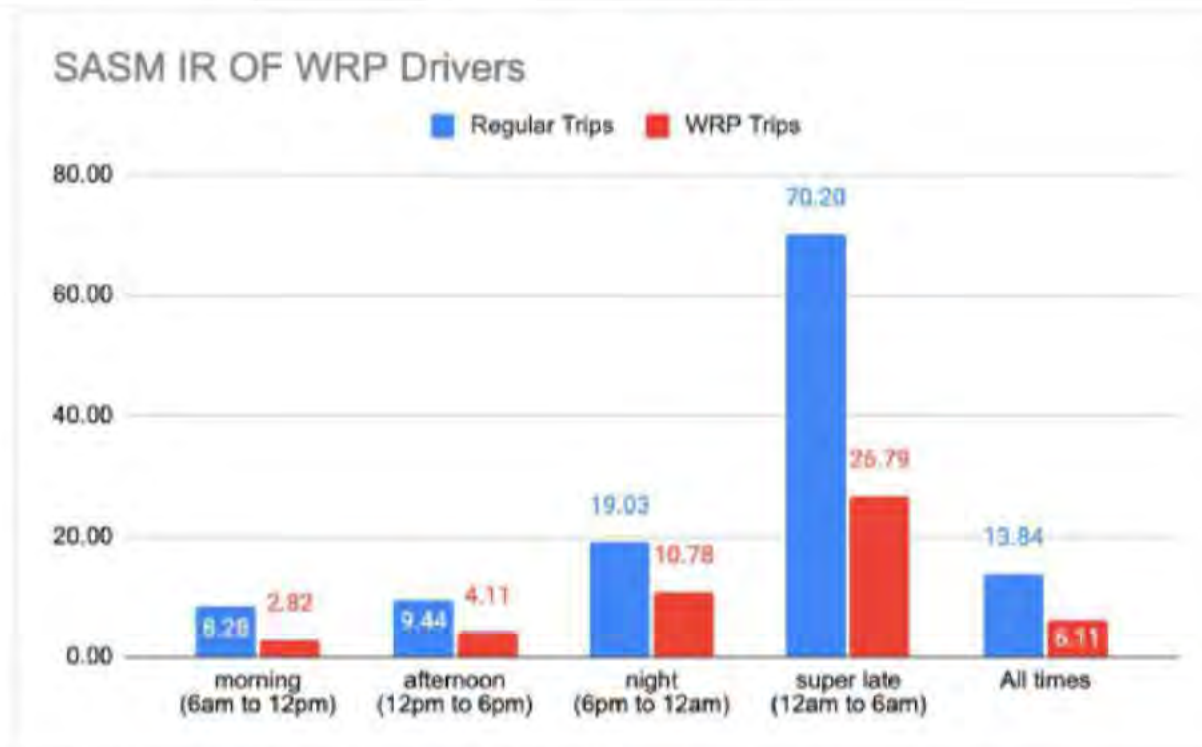
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UBER_JCCP_MDL_003041126

SASM Incident Rate of WRP Drivers

WRP drivers tend to have higher Incident Rate when they do regular trips

Trips from 2023-05-01 to 2024-04-01 - All Countries with WRP



This analysis is not a causal analysis as it is not controlling for different risk factors that could impact incident rate in all groups

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UBER_JCCP_MDL_003041127

Earner Insights | **Safety Incident Rate, as expected, is much lower for Women-Women matches**

-60%

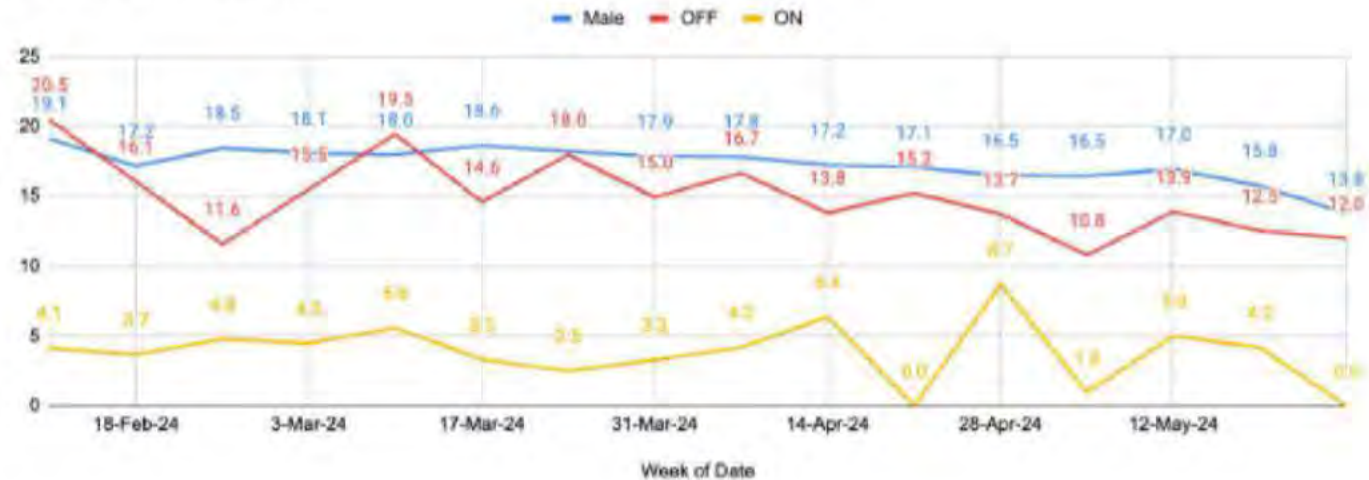
Sexual IR compared to Women Driver Trips with the Filter OFF

Even though data is observational only, we do expect those trips to be in general safer

-72%

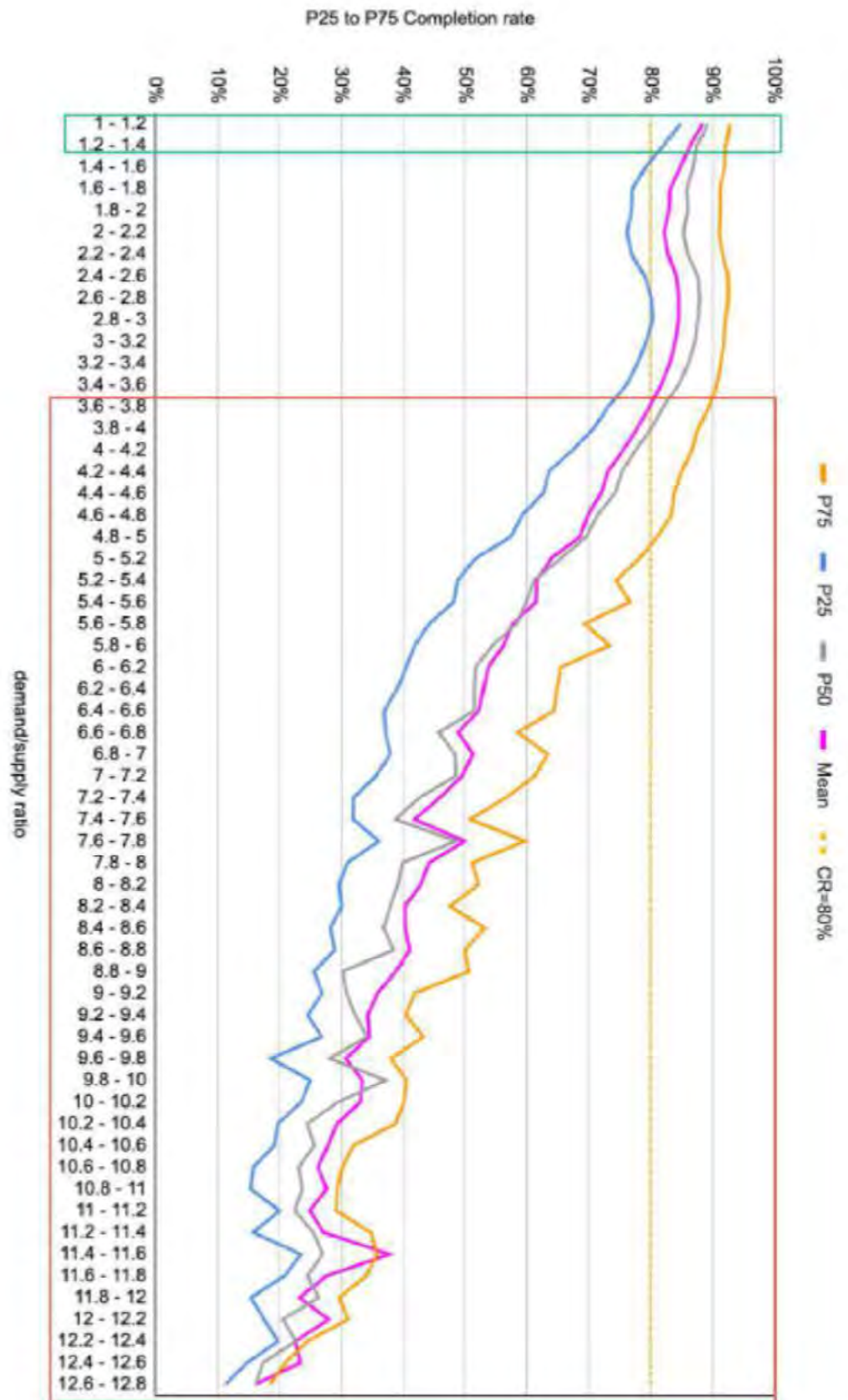
Sexual Incident Rate compared to regular Men Driver Trips

SA/SM Incident Rates



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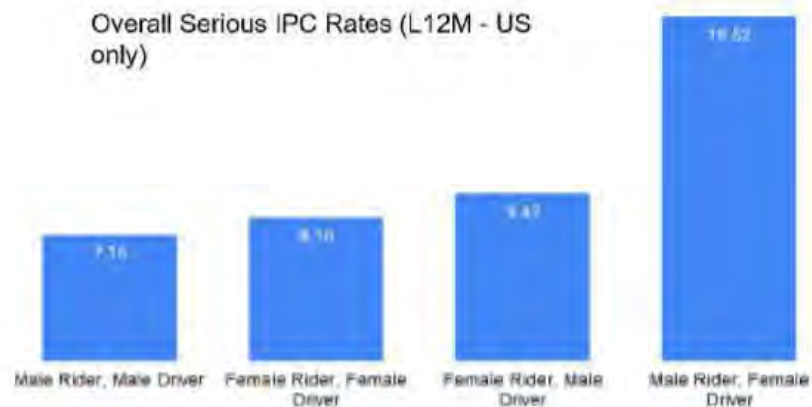
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Overall serious IPC rates for same gender pairings are lower, but trips may be made riskier for others*

Shifting the overall trip mix towards same gender pairings could **reduce overall** serious IPC rates.

However, men and women/NB who do not opt into WRP/WDP may have their trips **made riskier**.



*These results do not control for other factors (e.g. location, time of day)

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Attorney Client Privileged and Confidential

UBER_JCCP_MDL_003041130

Slide 422 Comments

- 1 @mariana.esteves@uber.com Analysis on gender pairing serious IPCs to address some of the questions Emilie and others had in the draft deck.

CC: @shappo@uber.com
@dkolta@uber.com
@varunh@uber.com
Jonathan Wang, 6/7/2024 06:22 AM
- 2 @bajaj
Varun Harchekar, 6/6/2024 11:36 PM
- 3 cc: @bajaj@uber.com
Mariya Shappo, 6/7/2024 06:22 AM

Incident Rate review

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May 23rd Sync

Agenda topics

- Product flows explorations:
 - Women Driver Preference Hard Filter
 - On-demand
 - Reserve

04

¹Design concepts

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Slide 426 Comments

- 1 Let's add a table with all the scenarios before we go into them
Mariana Esteves, 5/22/2024 01:05 PM

Product Scenarios for Rider Hard Filter

Scenario 1

Women Driver is within top 5 plans



Scenario 2

Women Driver is not within top 5 plans
and eta is < 30 mins



Scenario 3

No Woman driver available



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Product Scenarios for Rider Hard Filter

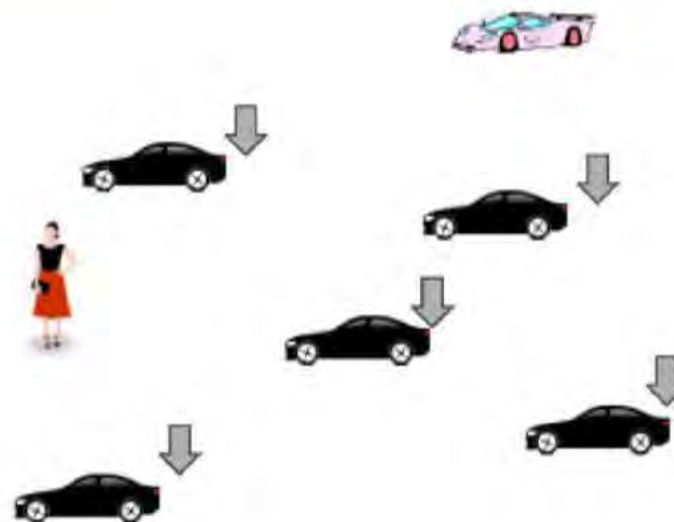
Scenario 1

No soft filter



Scenario 2

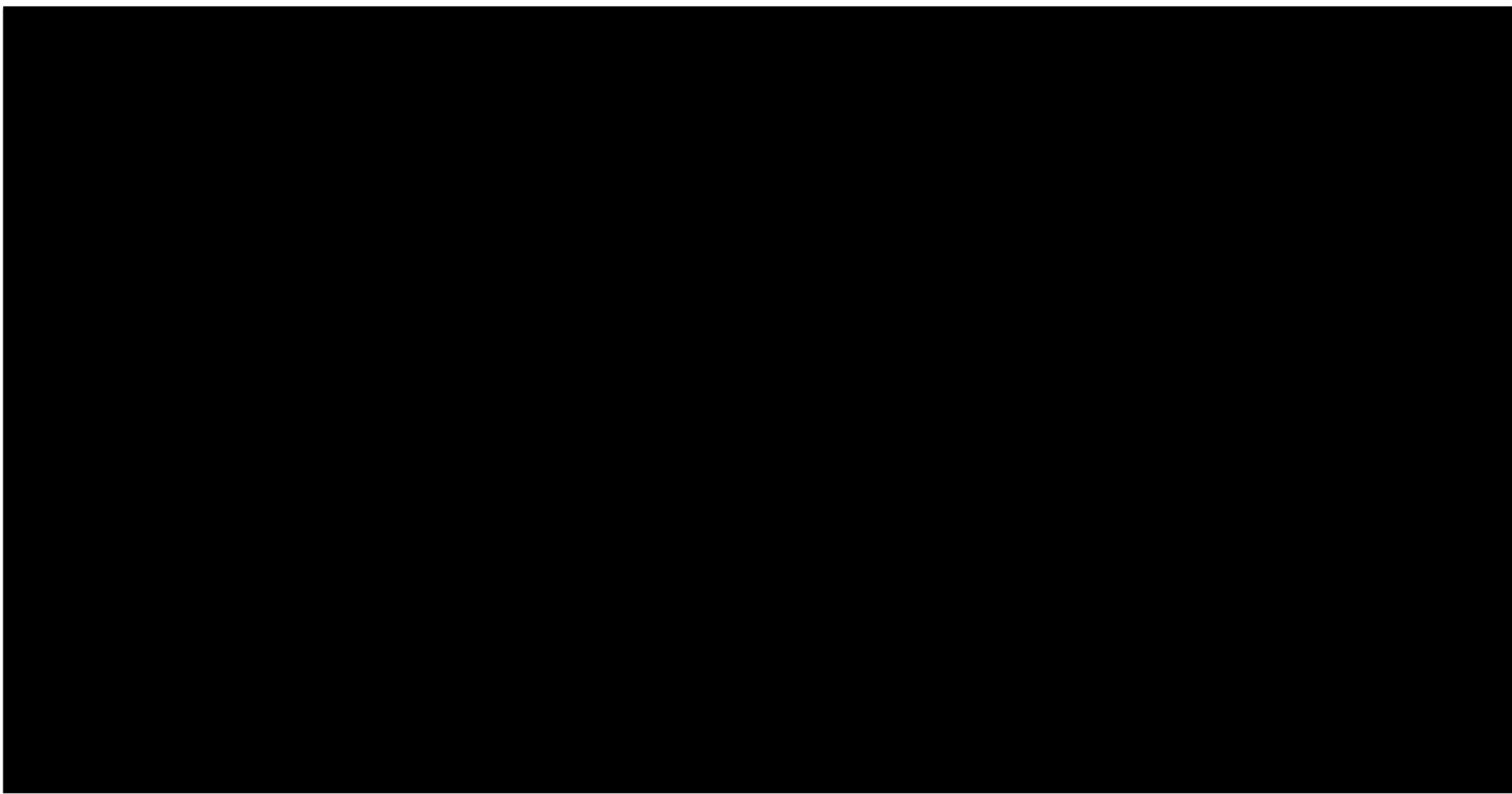
With Soft filter



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Rider Hard Filter Product Scenarios



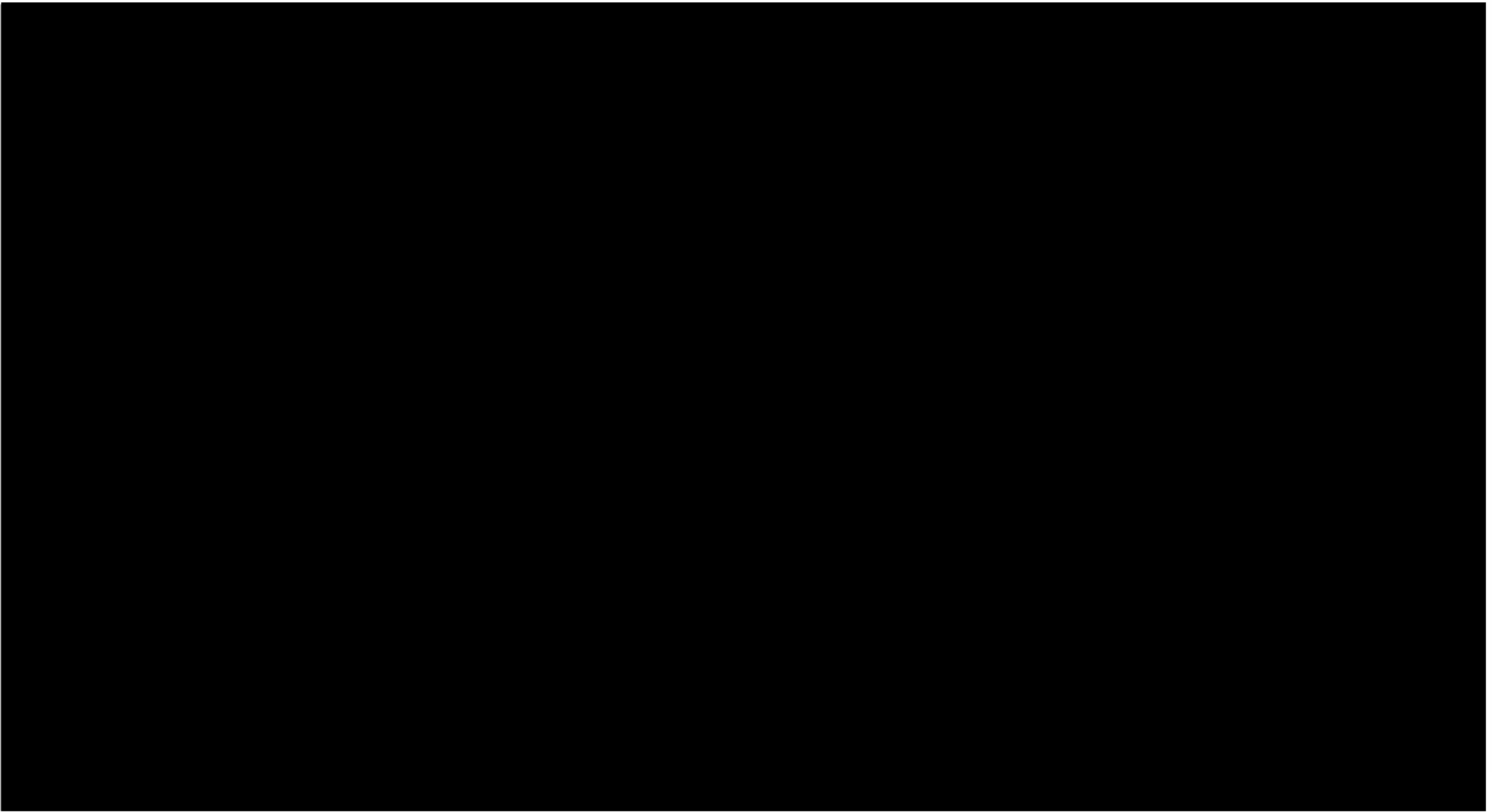
Slide 429 Comments

- 1 This should be in relation to the Uber X ETA
Mariana Esteves, 5/23/2024 05:24 PM

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Rider Hard Filter Product Scenarios



Slide 430 Comments

- 1 This should be in relation to the Uber X ETA
Mariana Esteves, 5/23/2024 05:24 PM

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Entry point

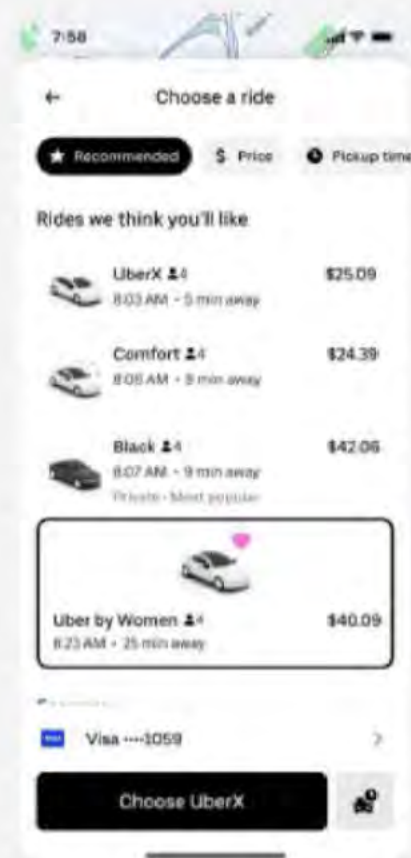
Option 1



WDP
as a config

1

Option 2



WDP
as a
separate
product

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Slide 431 Comments

- 1 @bajaj@uber.com Check with Lars - how often would we have same pricing for UberW and UberX
Srishti Bajaj, 5/23/2024 06:21 PM
- 2 @bajaj@uber.com List down pros and cons of both options.

James - Positioning it as a separate product option - similar to Black
Srishti Bajaj, 5/23/2024 08:04 PM
- 3 @xindeling@uber.com Lets add the pros an cons here from design / product perspective
Mariana Esteves, 5/23/2024 06:45 PM
- 4 Added one below, free feel to add more!
Xindeling Pan, 5/23/2024 06:04 PM

Entry point

- ☐ PRO
- ☐ S

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

- ☐ CONS
- ☐

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Scenario 1

Women Driver is within Uber X range (no extra \$\$)

Happy Path

10% of use cases* when Women drivers are available

* assuming a 10% success rate when matching women/non-binary riders with women drivers

Scenario 1a

Woman driver available within UberX radius, similar ETA and same pricing as UberX

Product selector

Discover women driver only option

Product selector

Compare products and select Confirm pickup spot
Women driver only option

Pickup refinement

Confirm pickup spot

Dispatch

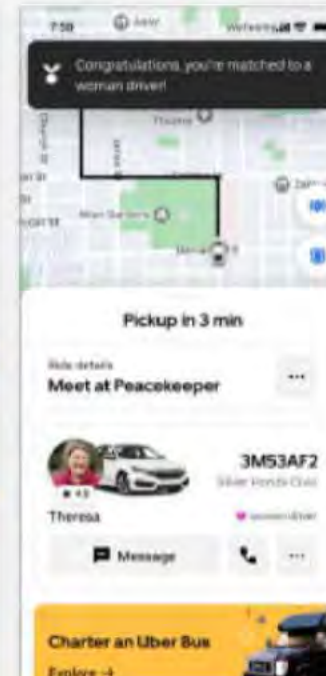
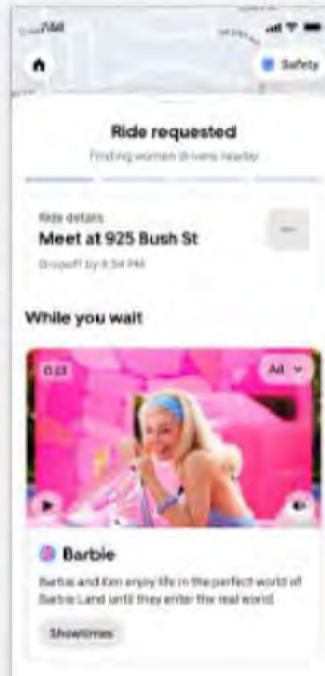
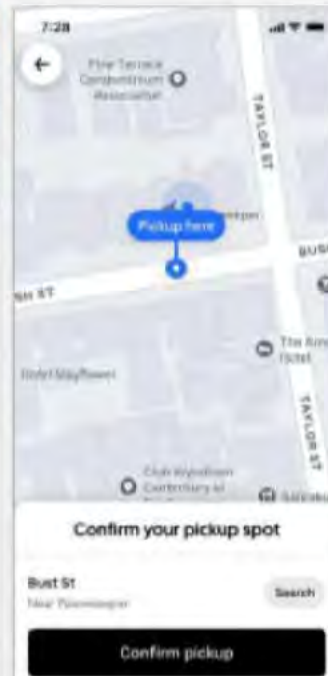
Wait to be matched to a woman driver

Enroute

A woman driver is on her way to pickup spot

Arriving

Women driver arrives at the pickup location



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UBER_JCCP_MDL_003041148

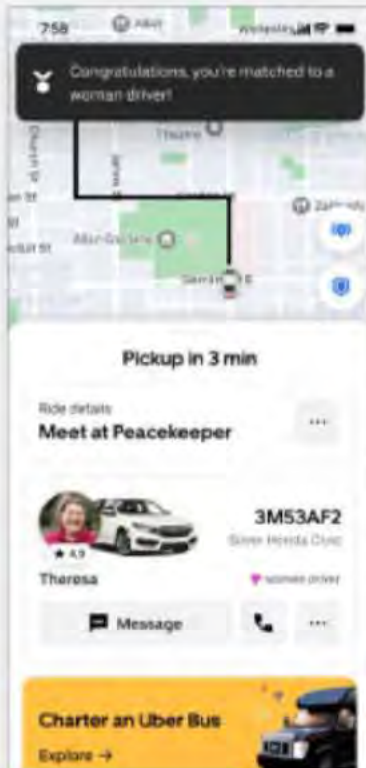
In case the driver cancels the trip during enroute

Scenario 1b

Woman driver available within UberX radius, similar ETA and same pricing as UberX - cancels

Enroute

A woman driver is on her way to pickup spot



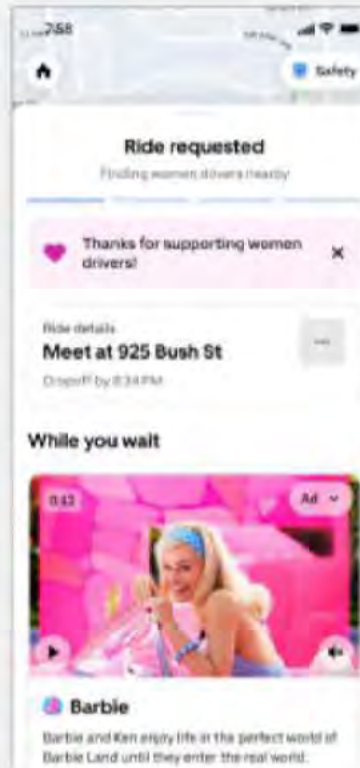
Cancel offer

Ask if rider would be like to pay more or change product



Dispatch

Wait to be matched to a woman driver



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UBER_JCCP_MDL_003041150

Scenario 2

Women Driver is further away than Uber X

**But most of the time,
riders will need to pay a
bit more to get matched**

Extra Fee Happy Path

80% of use cases* when Women drivers are available

* assuming that increasing the price and search radius will boost the match rate of women/non-binary riders with women drivers to 90%

Slide 440 Notes

Assuming

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UBER_JCCP_MDL_003041154

Scenario 2a

Woman driver available beyond UberX radius, longer ETA and higher price than UberX

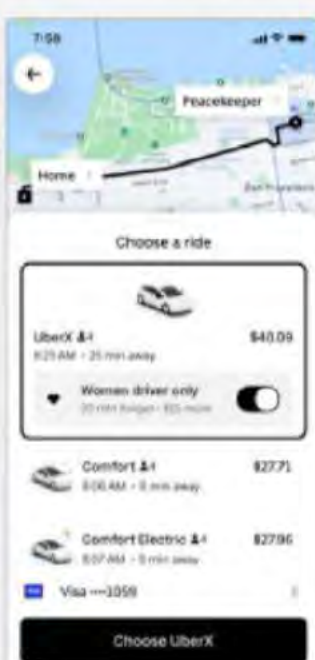
Product selector

Discover women driver only option



Product selector

Compare products and select Women driver only option



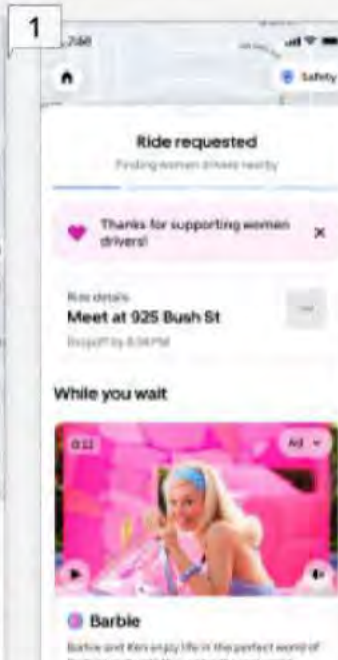
Pickup refinement

Confirm pickup spot



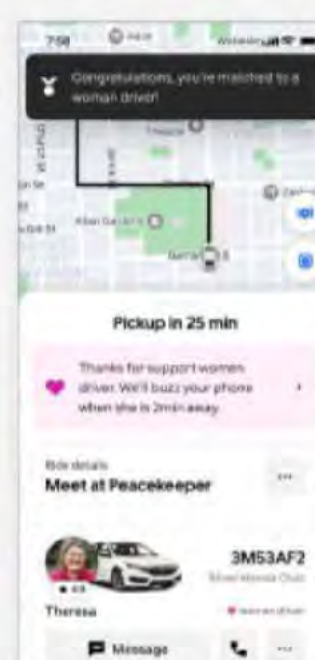
Dispatch

Wait to be matched to a woman driver



Enroute

A woman driver is on her way to pickup spot



Arriving

Women driver arrives at the pickup location



FTUX

CONFIDENTIAL

UBER_JCCP_MDL_003041155

Slide 441 Comments

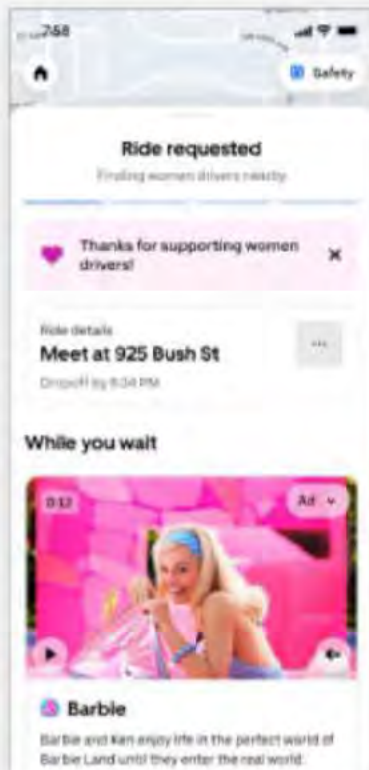
- 1 After 5 mins of spinner time, show the option to match with any driver at UberX price @xindeling@uber.com
Srishti Bajaj, 5/23/2024 06:44 PM

**In case the wait during
dispatch is long and the
chance of matching is
very low**

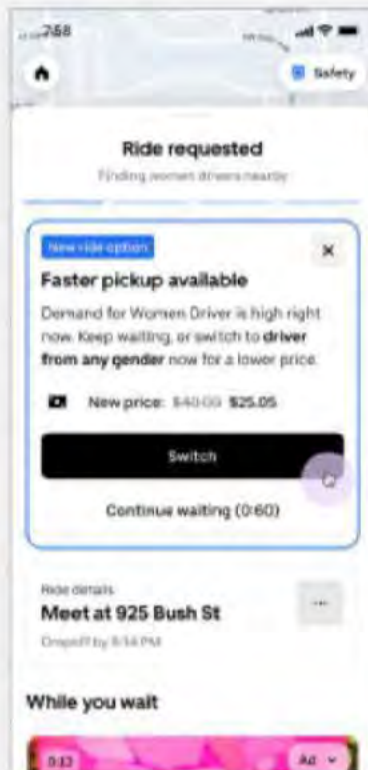
Scenario 2b

Woman driver available beyond UberX radius, extremely long dispatch**Dispatch**

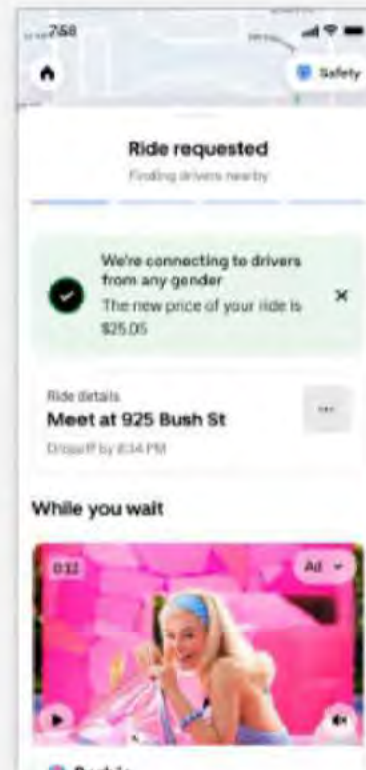
Wait to be matched to a woman driver for 5min

**Switch product offer**

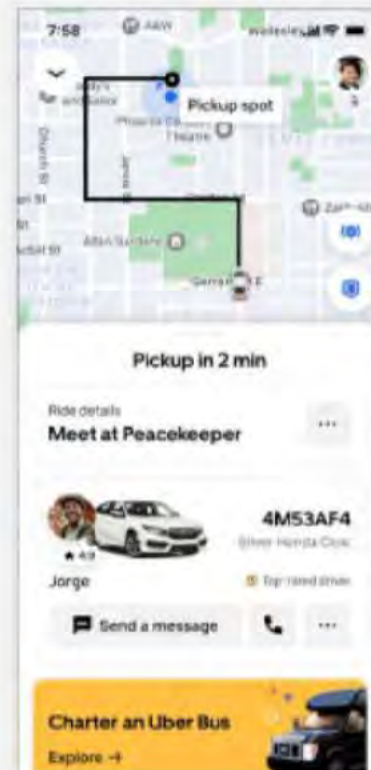
Women rider can switch to regular UberX if they prefer

**Dispatch**

Wait to be matched to a any driver

**Enroute**

A male driver comes to pickup the rider



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UBER_JCCP_MDL_003041158

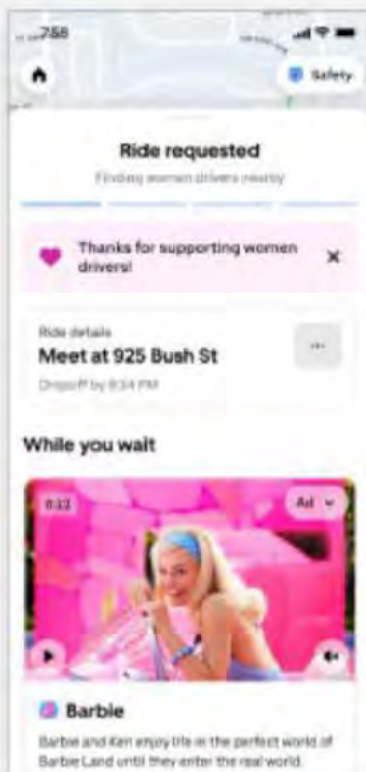
**And drivers may still
cancel the trip during
enroute**

Scenario 2c

Women driver cancels the trip during enroute

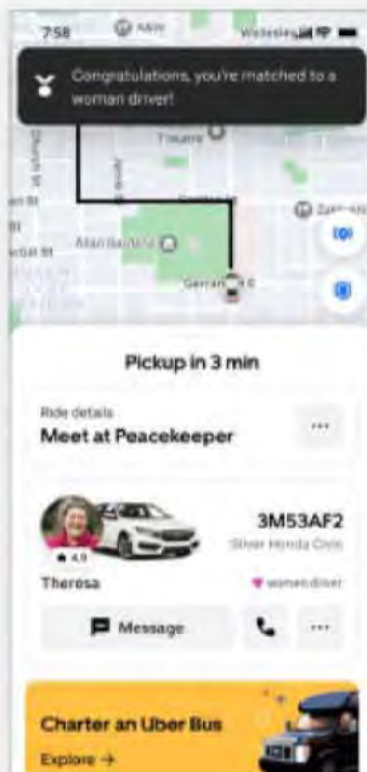
Dispatch

Wait to be matched to a woman driver for 5min



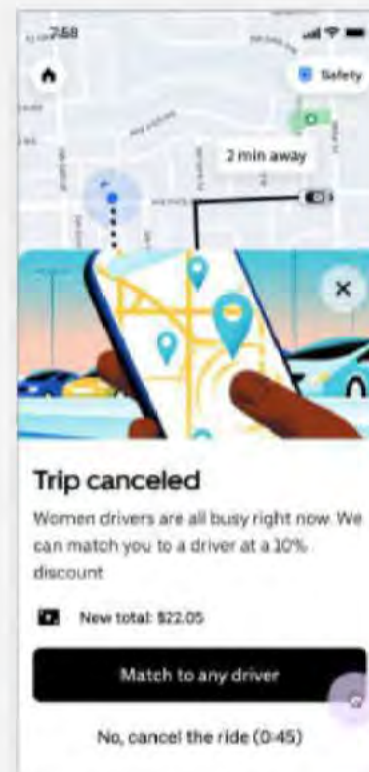
Switch product offer

Women rider can switch to regular UberX if they prefer



Dispatch

Wait to be matched to a any driver



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UBER_JCCP_MDL_003041160

Scenario 3

No Woman Driver available

On-Demand - Reserve flow *

**8% of use cases if Women drivers are available

* We may opt for a reserve flow as a fallback to on-demand. Currently pending ELT decision

** Assuming that increasing the price and search radius will boost the match rate of women/non-binary riders with women drivers to 90%

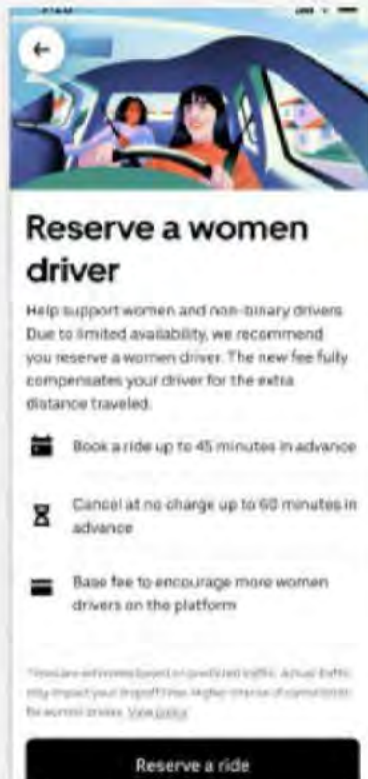
Scenario 3

Woman driver available beyond UberX radius, extremely long dispatch**Product selector**

Toggle switch on for women driver only

**FTUX**

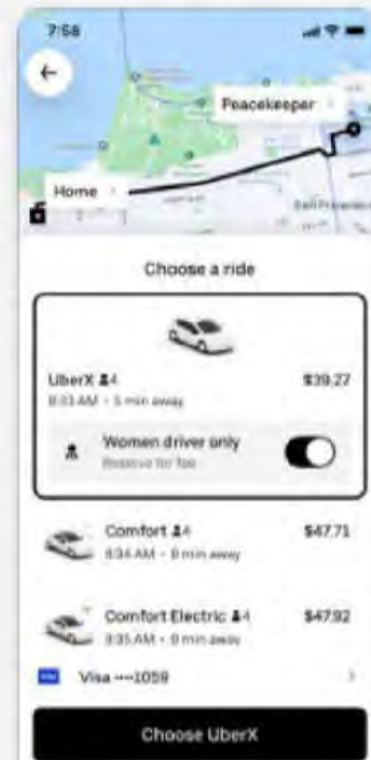
Educate about feature

**Pickup refinement**

Select pickup from dropper

**Confirmation**

Confirmation with women driver highlighted



2

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UBER_JCCP_MDL_003041163

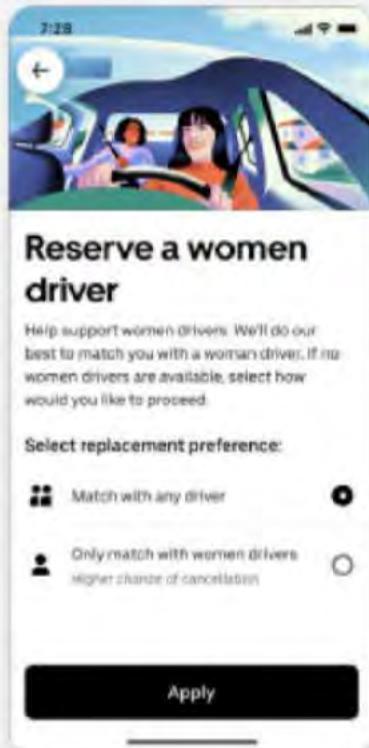
Slide 448 Comments

- 1 Reserve for fee
Srishti Bajaj, 5/23/2024 07:57 PM
- 2 Does it imply it costs more to get a women driver?
Anoosha Sajjad, 5/23/2024 07:57 PM

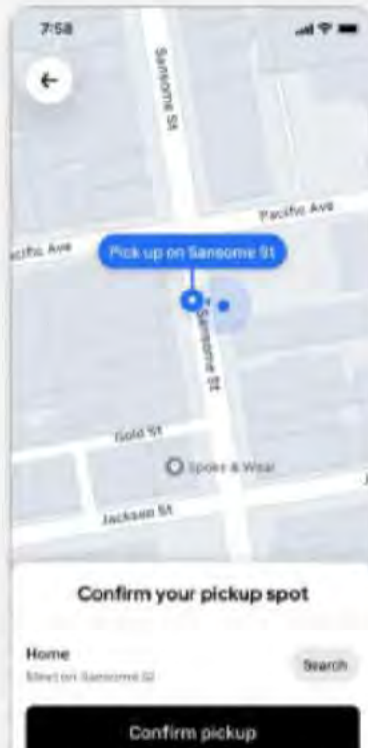
Scenario 3

Woman driver available beyond UberX radius, extremely long dispatch**Backup selection**

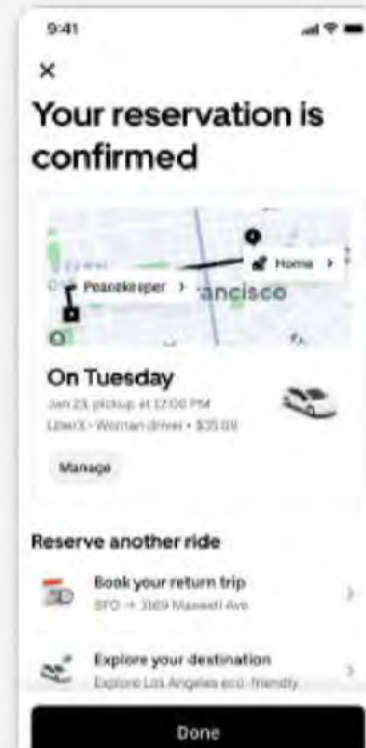
Select pickup from dropper

**Pickup refinement**

Select pickup from dropper

**Confirmation**

Confirmation with women driver highlighted



We could have “Backup selection” co-exist with FTUX/Education view, but will riders feel comfortable selecting without seeing price & eta?

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UBER_JCCP_MDL_003041165

1. Happy path

Rider can book a trip with a woman driver comfortably

Scenario 1

Reserve flow with women driver preference

Home

Entrypoint through the existing Reserve Nava tile

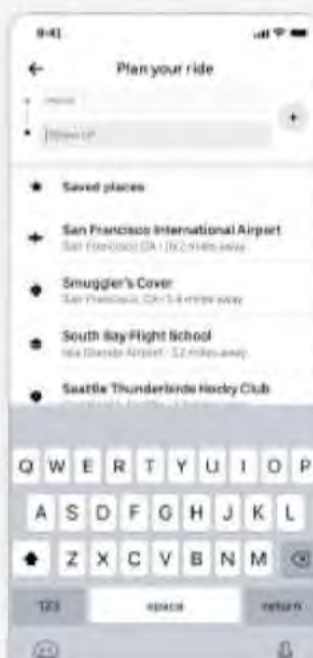
Educate how the reserve feature works

**FTUX**

Educate how the reserve feature works

**Location editor**

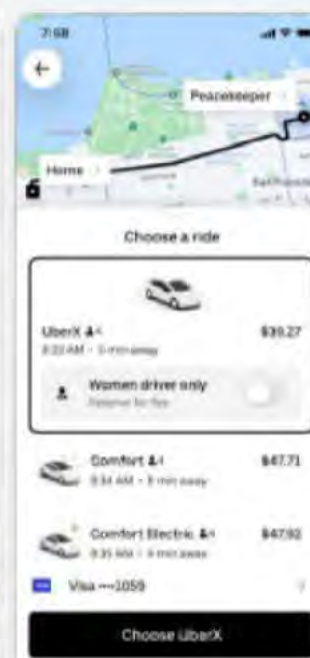
Select pick-up and drop-off location for trip

**Date/Time Picker**

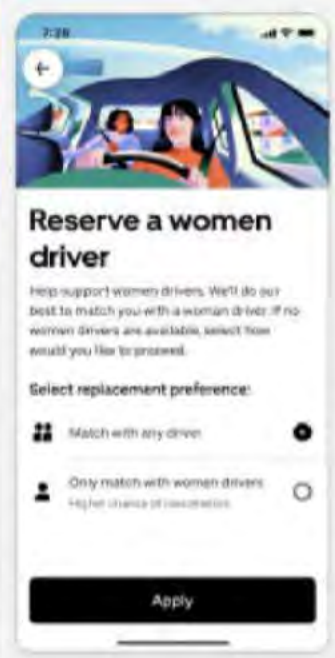
Select date and time

**Product selector**

Toggle switch on for women driver only

**Replacement pref**

Upon selecting a woman driver, choose a backup



CONFIDENTIAL

UBER_JCCP_MDL_003041167

Scenario 1

Reserve flow with women driver preference**Pickup refinement**

Select pickup from dropper

**Confirmation**

Confirmation with women driver highlighted

**Upcoming trip**

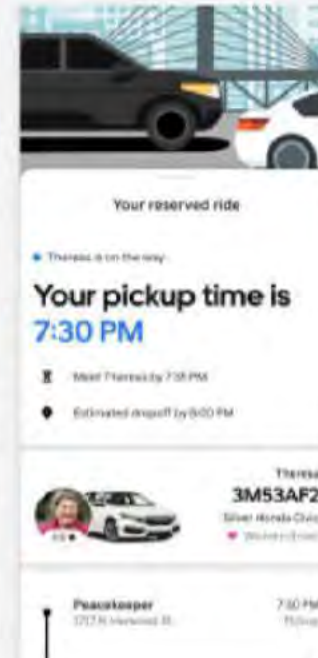
Entrypoint through the activity tab

**Booking - T-60**

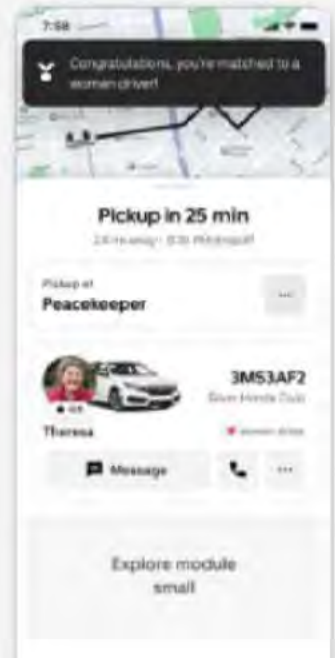
Trip details page will populate with more info

**Dispatch**

45 minutes remaining, show driver information

**Driver is enroute**

T-25 or when driver is enroute



CONFIDENTIAL

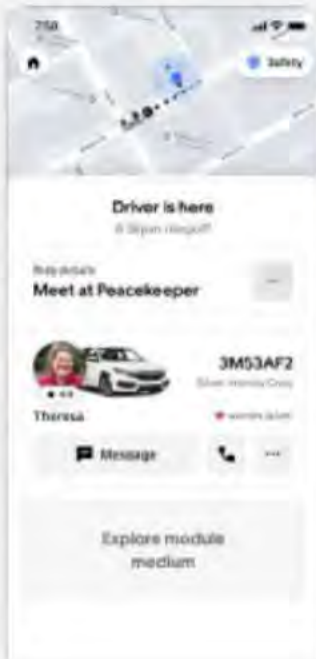
UBER_JCCP_MDL_003041168

Scenario 1

Reserve flow with women driver preference

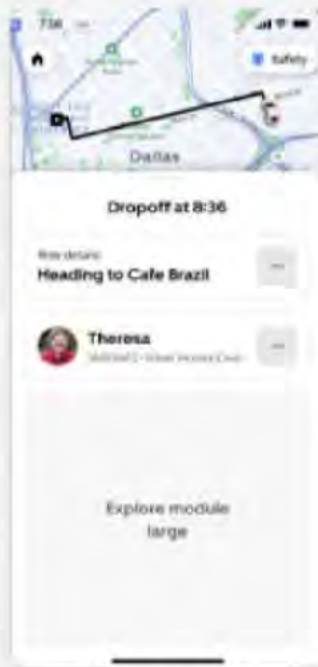
Driver has arrived

Call out women driver
in card



Ride is in progress

Consolidated card



CONFIDENTIAL

UBER_JCCP_MDL_003041169

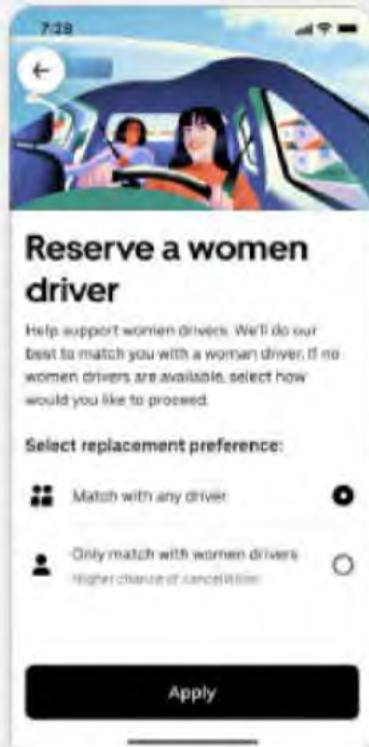
2. Not so happy path

If driver cancels but rider is fine with getting a driver of a different gender

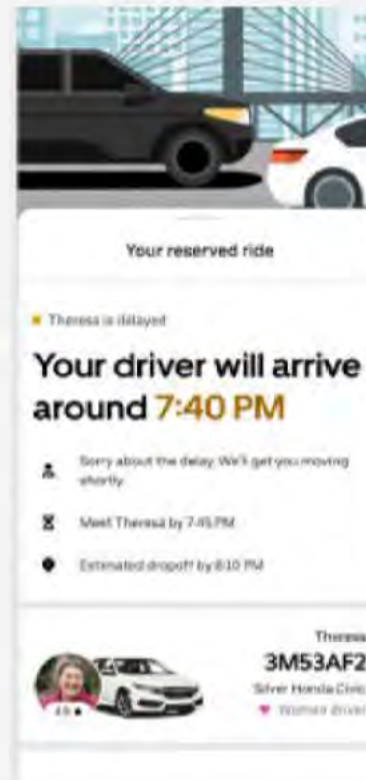
Scenario 2

Driver cancels but rider is okay with getting a driver of a different gender**Replacement pref**

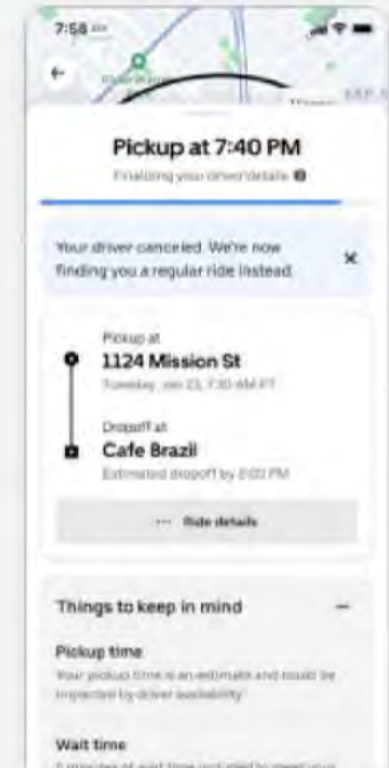
Rider selects match with any driver

**Dispatch (late driver)**

If women driver is late
modify messaging

**Match with any driver**

Let rider know Uber is
getting alternative



CONFIDENTIAL

UBER_JCCP_MDL_003041171

3. Sad path

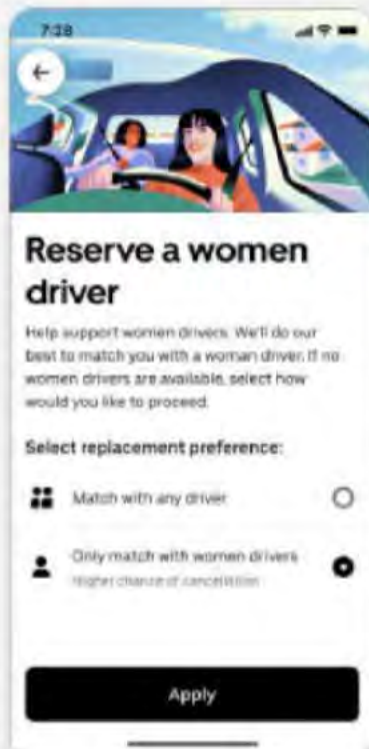
If driver cancels and rider still wants a women driver

Scenario 3a

Driver cancels and rider still wants a woman driver

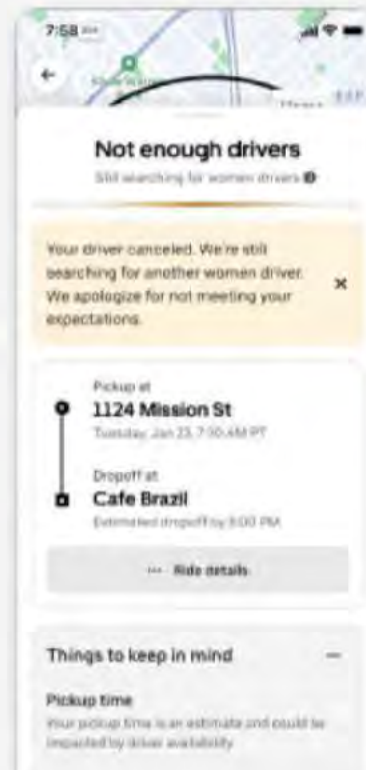
Upcoming trip

Rider selects women drivers only



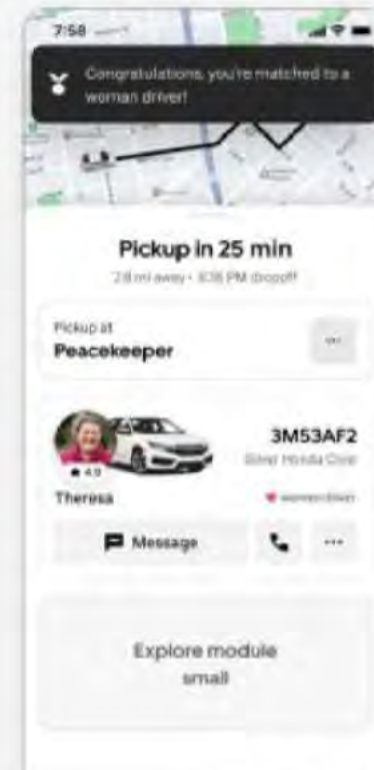
High probability

Uber may be able to get another women driver



Driver is enroute

T-25 or when driver is enroute



CONFIDENTIAL

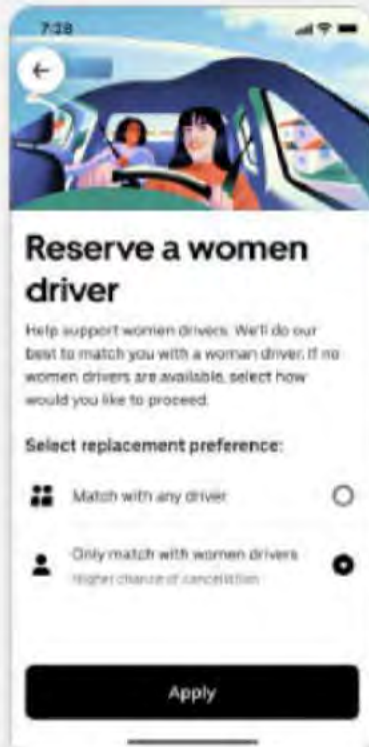
UBER_JCCP_MDL_003041173

Scenario 3b

Driver cancels and rider still wants a women driver

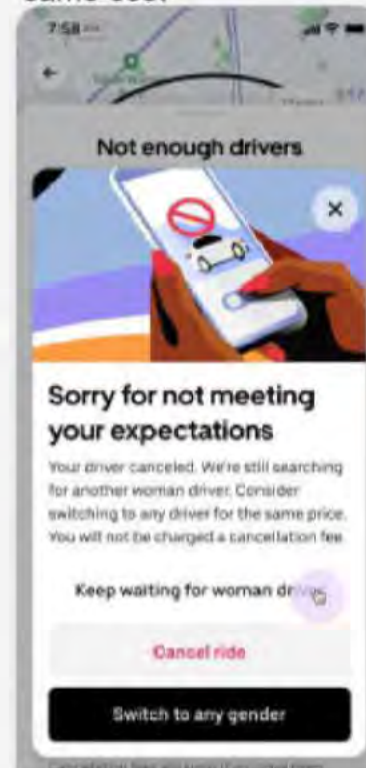
Upcoming trip

Rider selects women drivers only



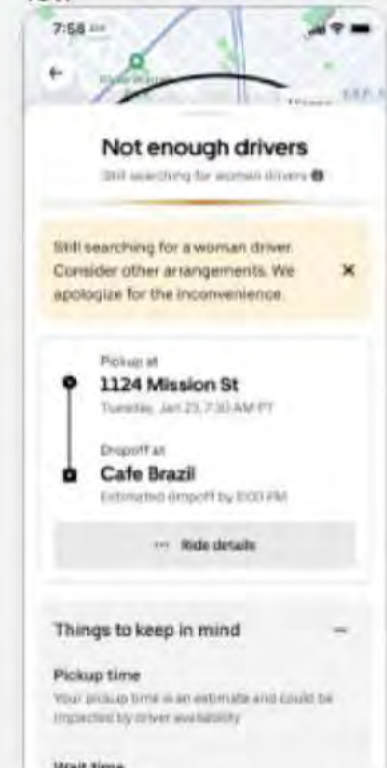
Low probability

Suggest rider take regular UberX ride at same cost



If rider still declines

Help set expectations that match chances are low



CONFIDENTIAL

UBER_JCCP_MDL_003041174

Reserve Flow

CONFIDENTIAL

UBER_JCCP_MDL_003041175

1. Happy path

Rider can book a trip in advance with a woman driver comfortably

Scenario 1

Reserve flow with women driver preference

Home

Entrypoint through the existing Reserve Nava tile

FTUX

Educate how the Reserve feature works

Location editor

Select pick-up and drop-off location for trip

Date/Time Picker

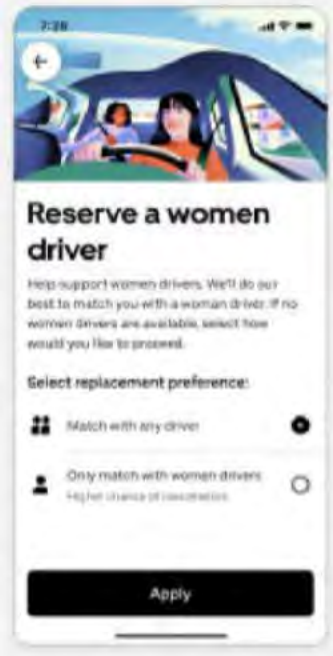
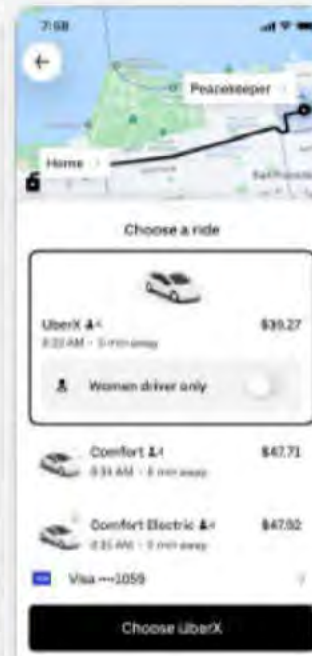
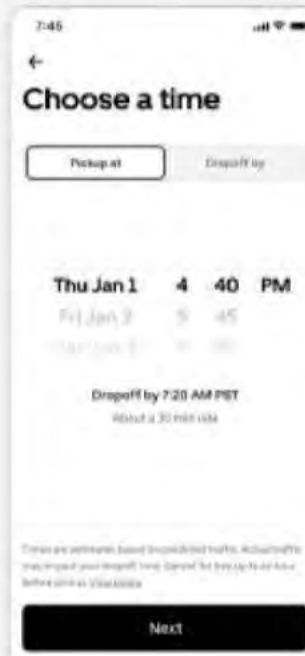
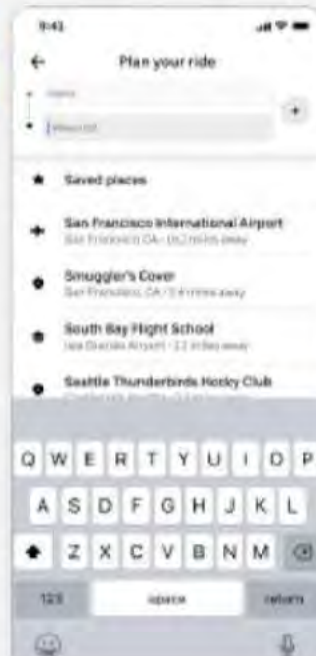
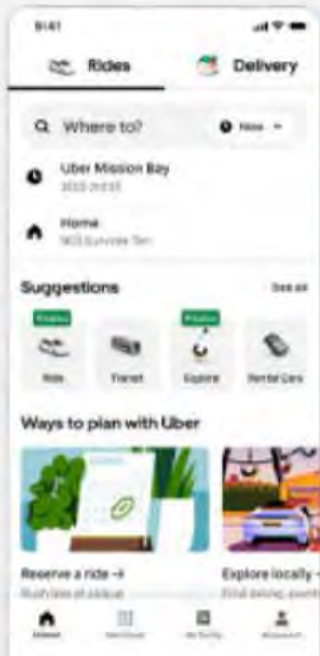
Select date and time

Product selector

Toggle switch on for women driver only

Replacement pref

Upon selecting a woman driver, choose a backup



CONFIDENTIAL

UBER_JCCP_MDL_003041177

Scenario 1

Reserve flow with women driver preference**Pickup refinement**

Select pickup from dropper

**Confirmation**

Confirmation with women driver highlighted

**Upcoming trip**

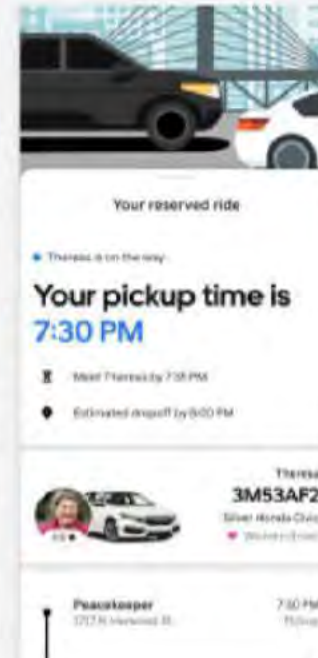
Entrypoint through the activity tab

**Booking - T-60**

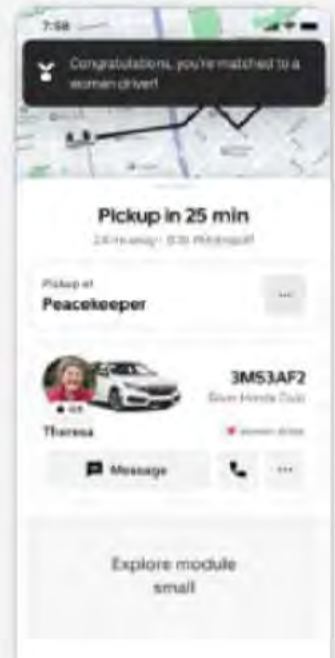
Trip details page will populate with more info

**Dispatch**

45 minutes remaining, show driver information

**Driver is enroute**

T-25 or when driver is enroute



CONFIDENTIAL

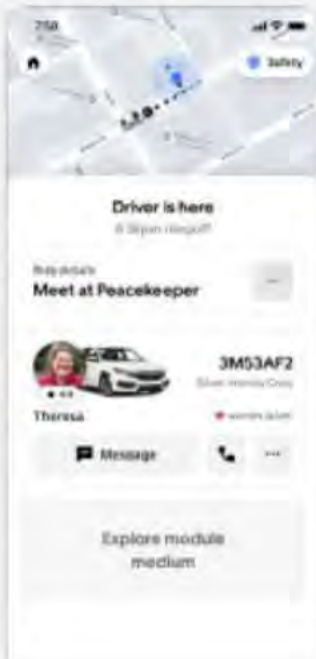
UBER_JCCP_MDL_003041178

Scenario 1

Reserve flow with women driver preference

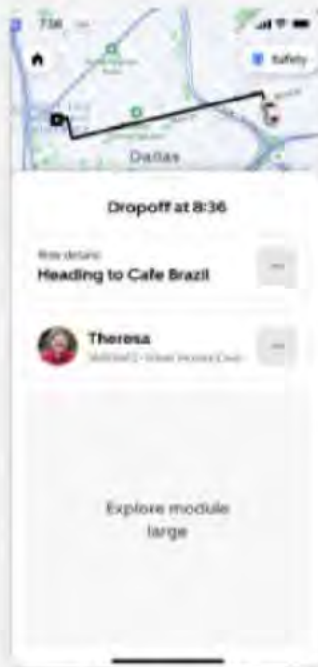
Driver has arrived

Call out women driver
in card



Ride is in progress

Consolidated card



CONFIDENTIAL

UBER_JCCP_MDL_003041179

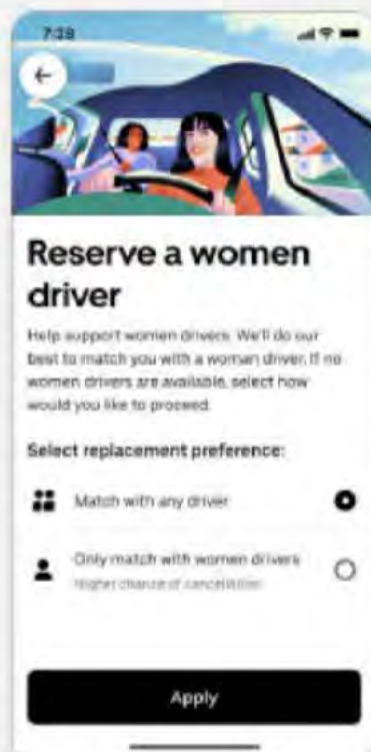
2. Not so happy path

If driver cancels but rider is fine with getting a driver of a different gender

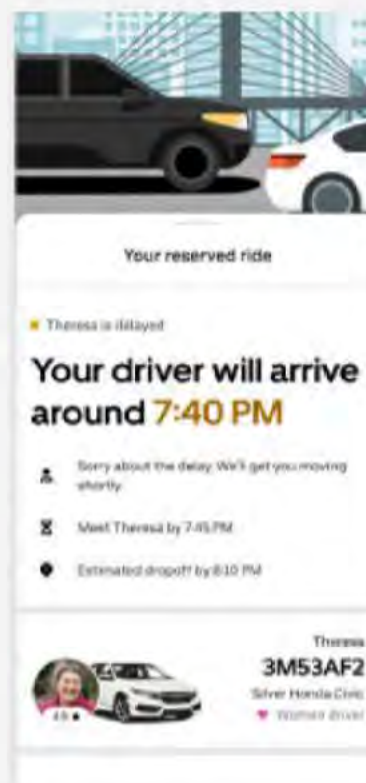
Scenario 2

Driver cancels but rider is okay with getting a driver of a different gender**Replacement pref**

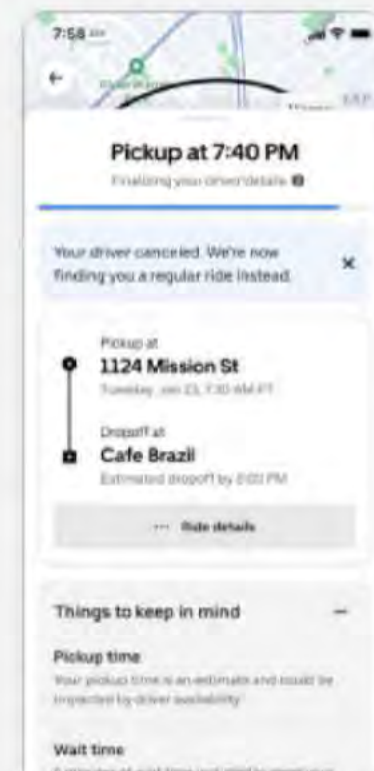
Rider selects match with any driver

**Dispatch (late driver)**

If women driver is late
modify messaging

**Match with any driver**

Let rider know Uber is
getting alternative



CONFIDENTIAL

UBER_JCCP_MDL_003041181

3. Sad path

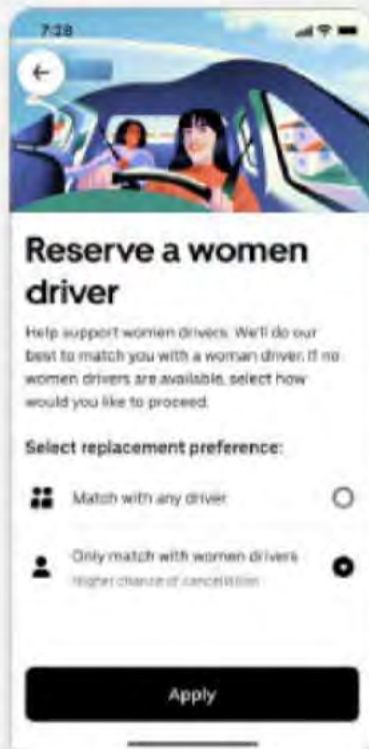
If driver cancels and rider still wants a women driver

Scenario 3a

Driver cancels and rider still wants a woman driver

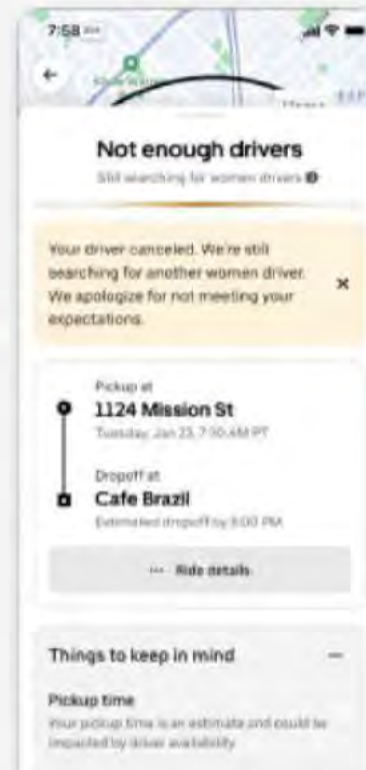
Upcoming trip

Rider selects women drivers only



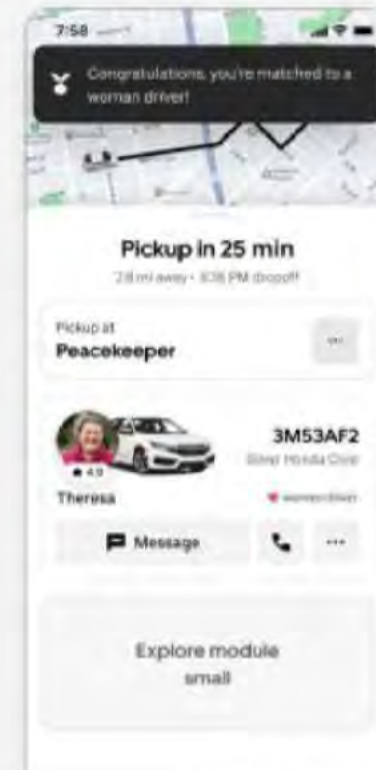
High probability

Uber may be able to get another women driver



Driver is enroute

T-25 or when driver is enroute



CONFIDENTIAL

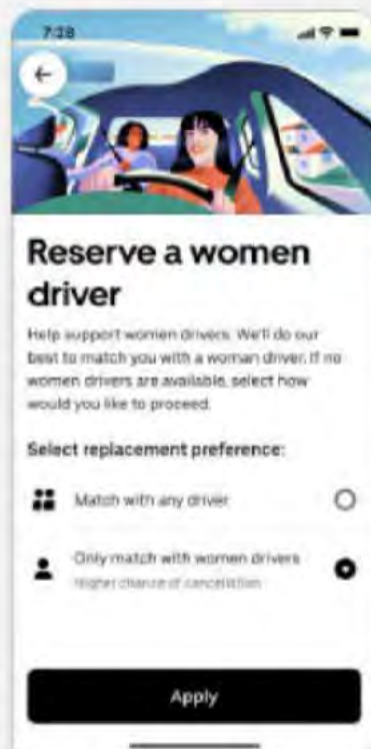
UBER_JCCP_MDL_003041183

Scenario 3b

Driver cancels and rider still wants a women driver

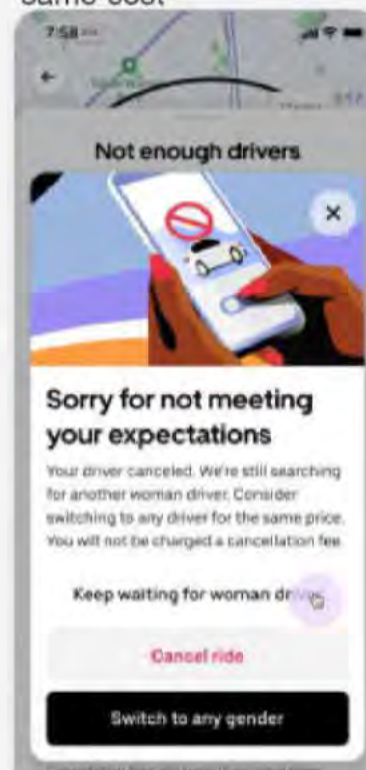
Upcoming trip

Rider selects women drivers only



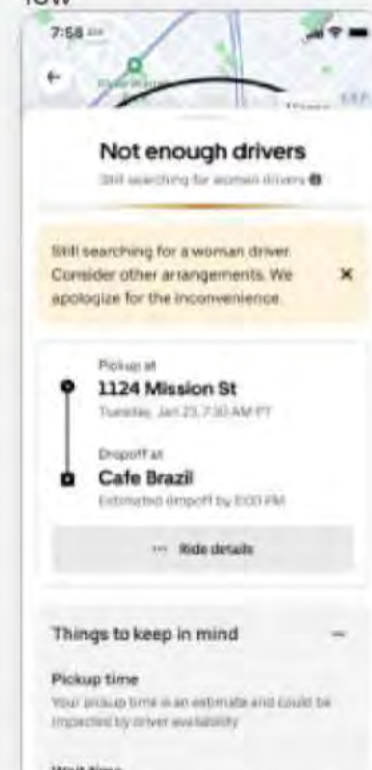
Low probability

Suggest rider take regular UberX ride at same cost



If rider still declines

Help set expectations that match chances are low



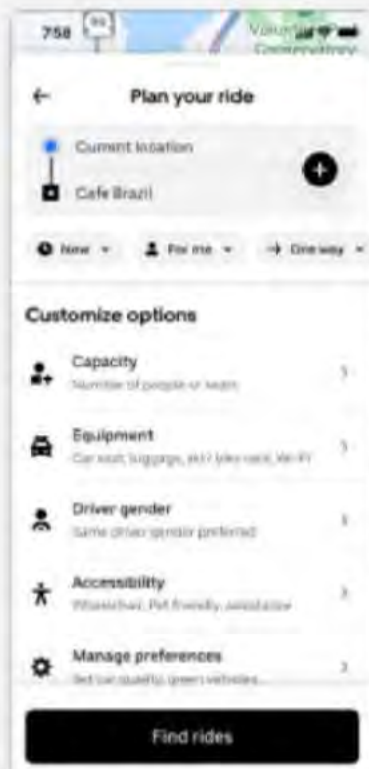
CONFIDENTIAL

UBER_JCCP_MDL_003041184

Long-term vision

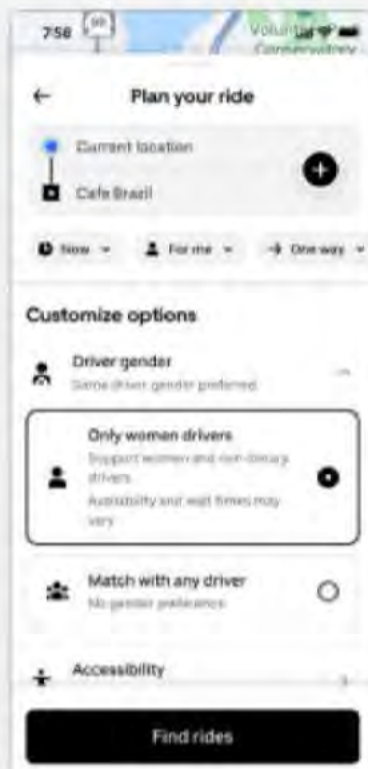
Trip configuration

Select your ride prefs



Soft vs hard toggle

Allow rider to select between both options



CONFIDENTIAL

UBER_JCCP_MDL_003041185

Uber

CONFIDENTIAL

UBER_JCCP_MDL_003041186

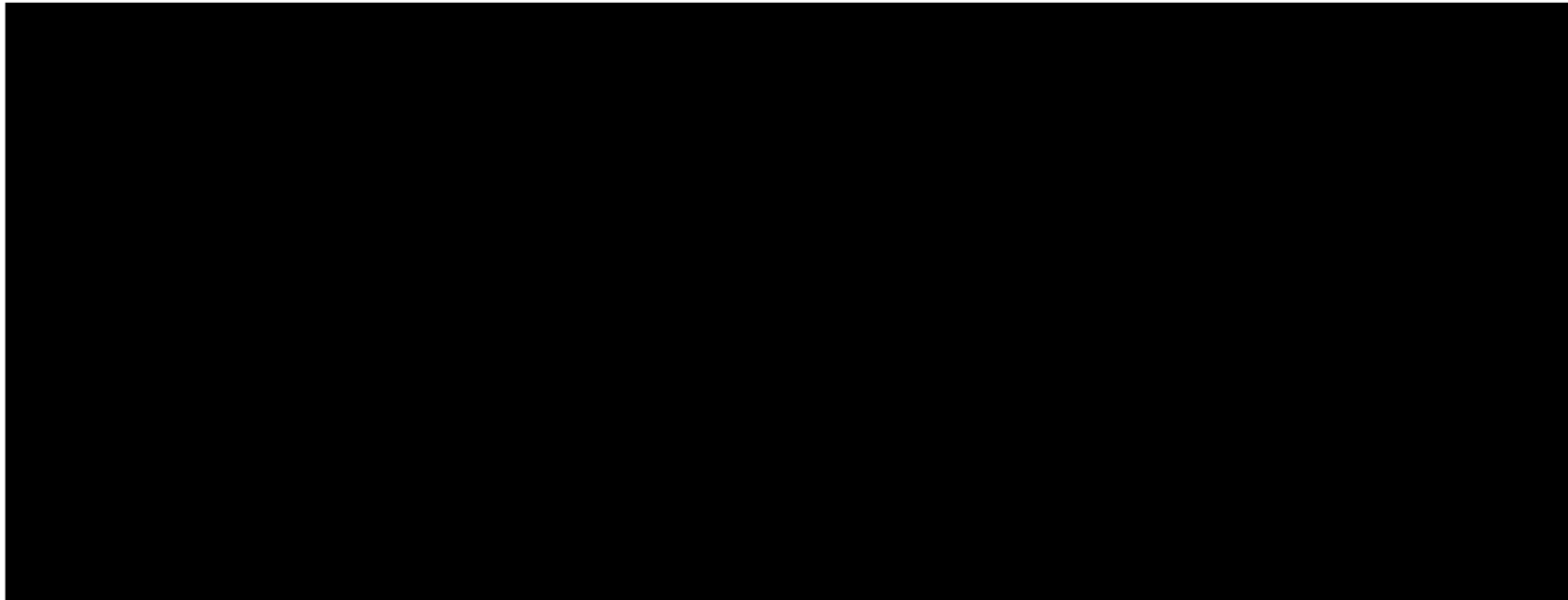
Lars

- Funnel into Reserve flow if the Rider wants higher reliability
- Free P2 time - Uber absorbs it ?
 - No possible - not sustainable
- Performance
 - W-W Match rate
 - ETA
 - \$\$
 - Opt-in rate
- Cost vs Reliability
 - Scenario 1 -
 - What's the preference rate?
 - Good cost, Good reliability
 - Scenario 2 -

CONFIDENTIAL

UBER_JCCP_MDL_003041187

Calculations



CONFIDENTIAL

UBER_JCCP_MDL_003041188

Rider Hard Filter Product Scenarios

CONFIDENTIAL

UBER_JCCP_MDL_003041189

Slide 473 Comments

- 1 This should be in relation to the Uber X ETA
Mariana Esteves, 5/23/2024 05:24 PM

CONFIDENTIAL

UBER_JCCP_MDL_003041190

Happy Path

10% of use cases* when Women drivers are available

* assuming a 10% success rate when matching women/non-binary riders with women drivers

Use cases



Anna

"I can wait for 15 min as long as I get matched to a woman driver"

Anna is at a restaurant and feel a little tipsy after 3 drinks



Blaire

"I want a woman driver, but I don't feel safe to wait long"

Blaire just walked out from a bar that just closed.



Carol

"Please get me got of here ASAP"

Carol is at a neighborhood that she feel threatened.



Daisy

"I like to support women drivers!"

Daisy is excited to see more women drivers on the platform

User Impact

Hard filter impact
Soft filter impact

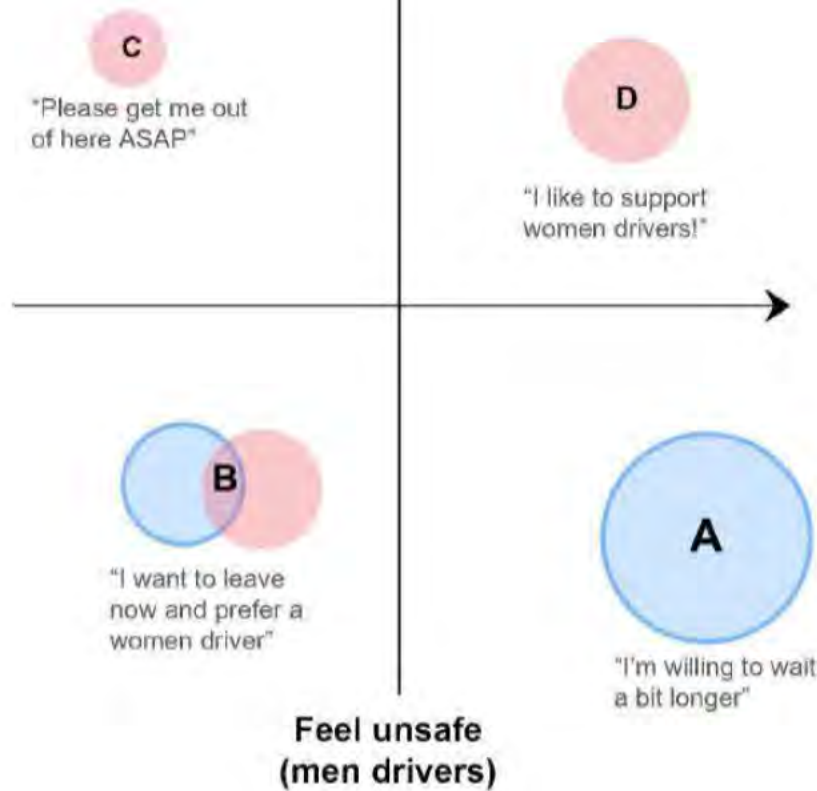
Feel unsafe
(environment)

Feel safe
(men drivers)

Feel safe
(environment)

Feel unsafe
(men drivers)

- Anna
- Blaire
- Carol
- Daisy



Slide 476 Notes

Significant impact vs Population impact

CONFIDENTIAL

UBER_JCCP_MDL_003041194

Scenario 1a

Woman driver available within X radius and accepts the offer, same pricing as UberX

Product selector

Discover women driver only option



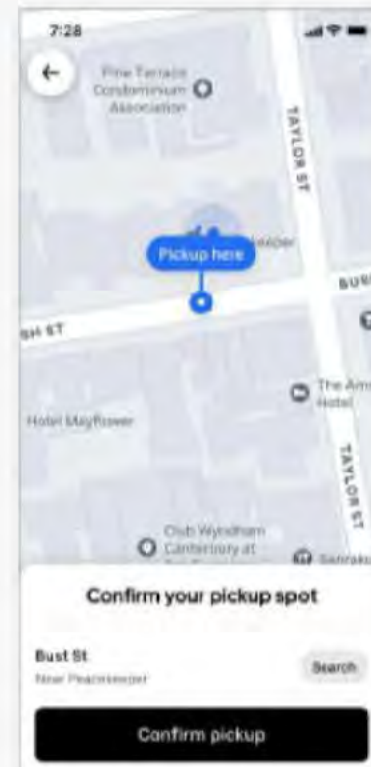
Product selector

Compare products and select Women driver only option



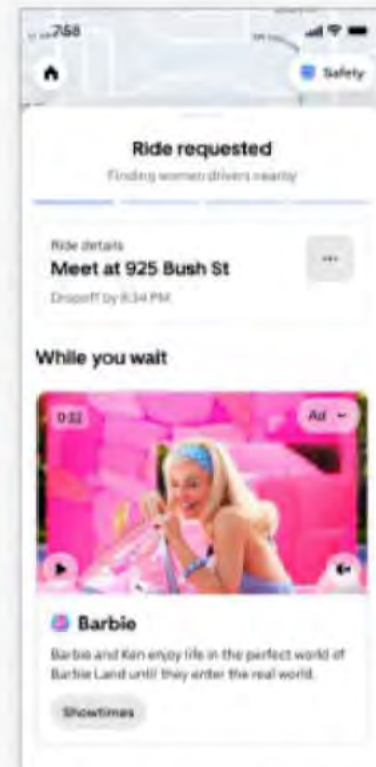
Pickup refinement

Confirm pickup spot



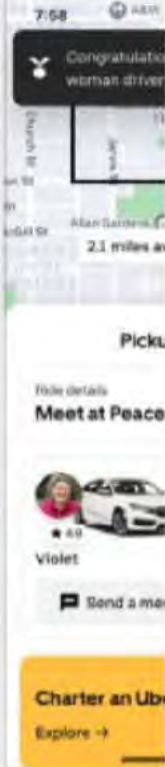
Dispatch

Wait to be matched to a woman driver



Enroute

A woman driver is on the way to pick you up



CONFIDENTIAL

UBER_JCCP_MDL_003041195

Happy Path

10% of use cases* when Women drivers are available

* assuming a 10% success rate when matching women/non-binary riders with women drivers

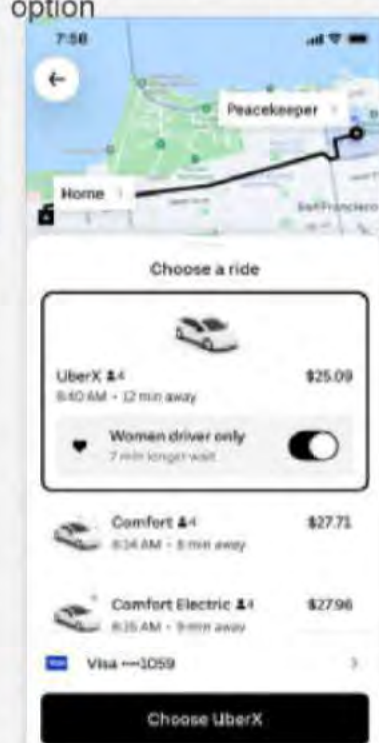
5 Scenario 1a

6 **Woman driver available nearby and accepts the offer, same pricing/distance as UberX****Product selector**

Discover women driver only option

**Product selector**

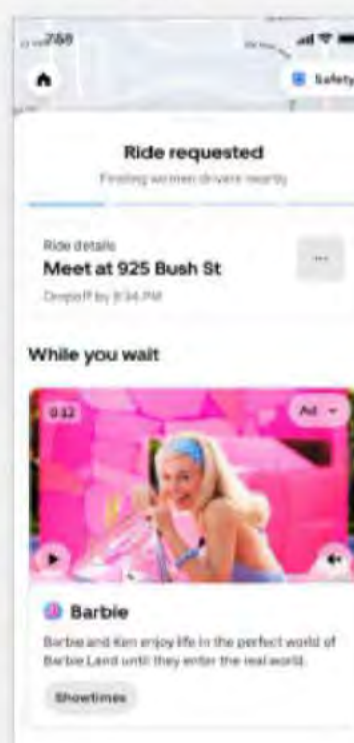
Compare products and select Women driver only option

**Pickup refinement**

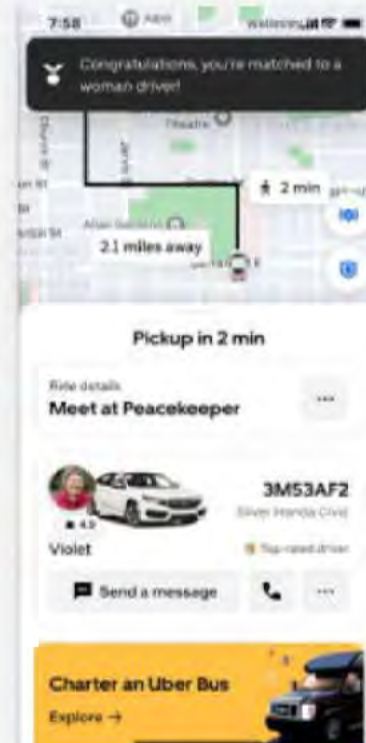
Confirm pickup spot

**Dispatch**

Wait to be matched to a woman driver

**Enroute**

A woman driver is on her way to pickup spot



CONFIDENTIAL

UBER_JCCP_MDL_003041197

Slide 479 Comments

- 1 @bajaj@uber.com I have a confusion with this option because it should not have additional ETA, correct? or this additional ETA needs to fall into the "nearby" definition that does not increase cost. This example shows additional 7min, which does not seem like within the rule to maintain same pricing
Assigned to bajaj@uber.com
Mariana Esteves, 5/22/2024 01:00 PM
- 2 @bajaj@uber.com
@erica.ellis@uber.com

REDACTED - PRIVILEGED

Daniel Kolta, 5/22/2024 05:52 PM
- 3

REDACTED - PRIVILEGED

Erica Ellis, 5/22/2024 05:17 PM
- 4

REDACTED - PRIVILEGED

Daniel Kolta, 5/22/2024 05:52 PM
- 5

REDACTED - PRIVILEGED

Daniel Kolta, 5/21/2024 10:01 PM

Slide 479 Comments (Continued)

- 6 We need to make it clear what "nearby means" --> confirm with Matching team what logic can be applied here that would maintain the same price
Mariana Esteves, 5/22/2024 12:58 PM

**But, if no women
drivers accept the offer
after 2min of dispatch**

Extra Fee Happy Path

80% of use cases* when Women drivers are available

* assuming that increasing the price and search radius will boost the match rate of women/non-binary riders with women drivers to 90%

Slide 481 Notes

Assuming

Slide 481 Comments

- 1 Does this mean women drivers are available at a higher ETA then the regular Uber X – which means additional Fee is required to make up for the time

Mariana Esteves, 5/22/2024 01:02 PM

- 2 @bajaj@uber.com
@natalia.galvez@uber.com

REDACTED - PRIVILEGED

Daniel Kolta, 5/22/2024 01:01 PM

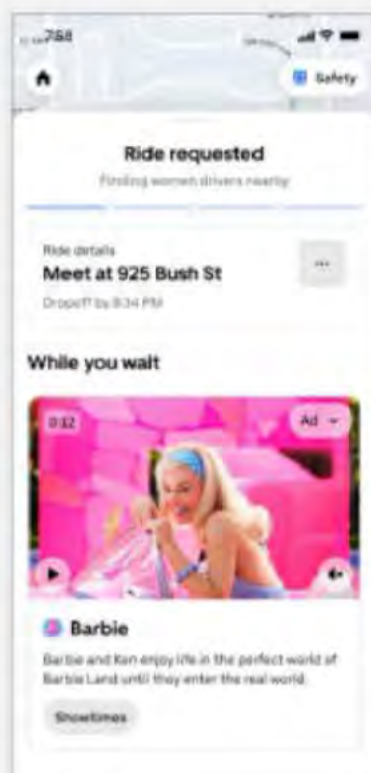
- 3 **REDACTED - PRIVILEGED**

Mariana Esteves, 5/22/2024 01:01 PM

2 Scenario 2a: Single Offer Card

Women driver accepts the offer when riders agrees to pay more and wait longer**Dispatch**

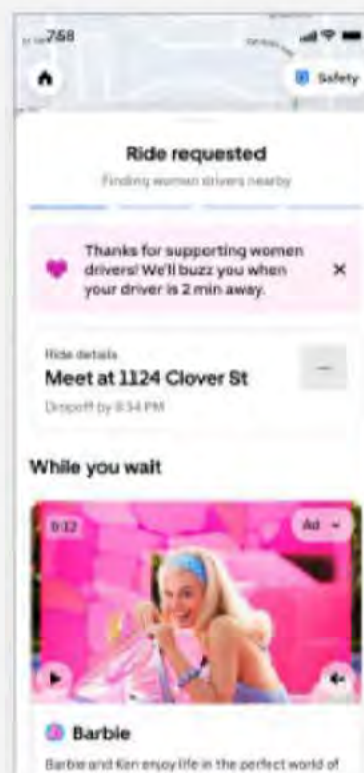
Riders wait up to 2 min

**Offer card**

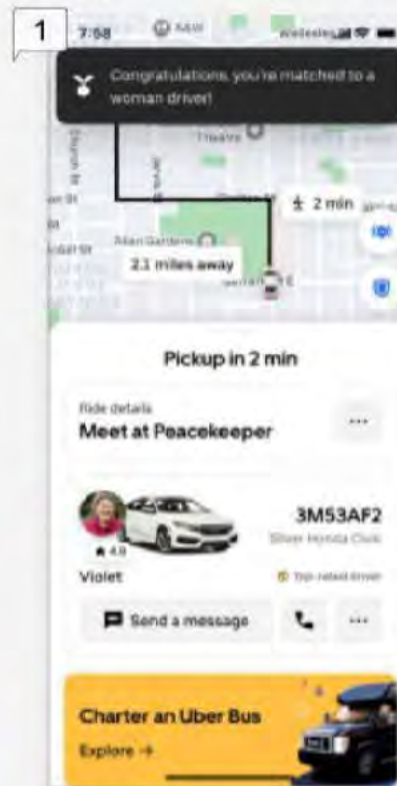
Agree to more to increase the chance of matching

**Dispatch**

Wait to be matched to a woman driver

**Enroute**

A woman driver is on her way to pickup spot



CONFIDENTIAL

UBER_JCCP_MDL_003041203

Slide 482 Comments

- 1 @xindeling@uber.com We should add a screen when the driver accepts the trip - specifically showing eta.
Srishti Bajaj, 5/21/2024 06:21 PM
- 2 @bajaj@uber.com, v [REDACTED - PRIVILEGED]
Daniel Kolta, 5/21/2024 09:57 PM

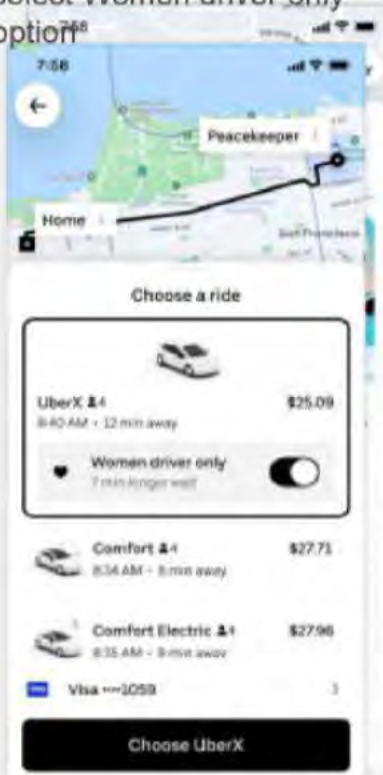
Scenario 2b: 2-Stage Offer Cards

Women driver accepts the offer when riders agree to pay more and wait longer**Offer card**

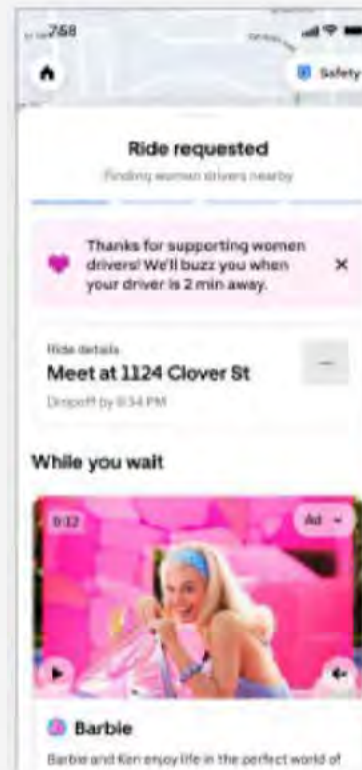
Agree to more to increase the chance of matching

Product selector

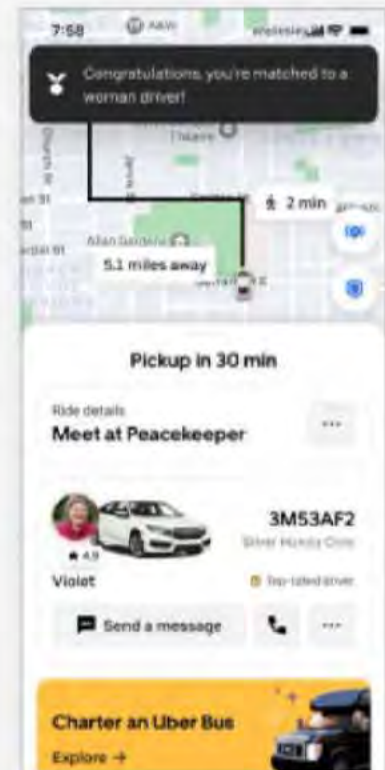
Compare products and select Women driver only option

**Dispatch**

Wait to be matched to a woman driver

**Enroute**

A woman driver is on her way to pickup spot

**Arriving**

A woman driver is arriving at the pickup spot



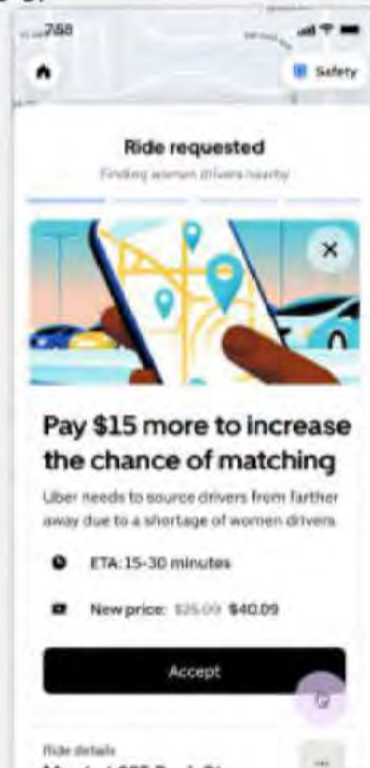
CONFIDENTIAL

UBER_JCCP_MDL_003041205

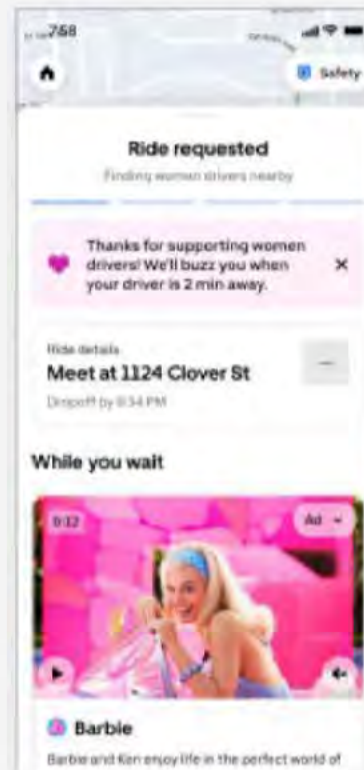
Scenario 2b: 2-Stage Offer Cards

Women driver accepts the offer when riders agree to pay more and wait longer**Offer card**

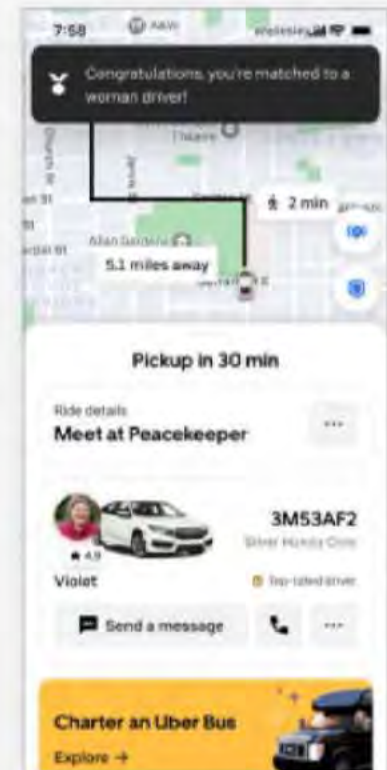
Agree to more to
increase the chance of
matching

**Dispatch**

Wait to be matched to a
woman driver

**Enroute**

A woman driver is on her
way to pickup spot

**Arriving**

A woman driver is
arriving at pickup spot



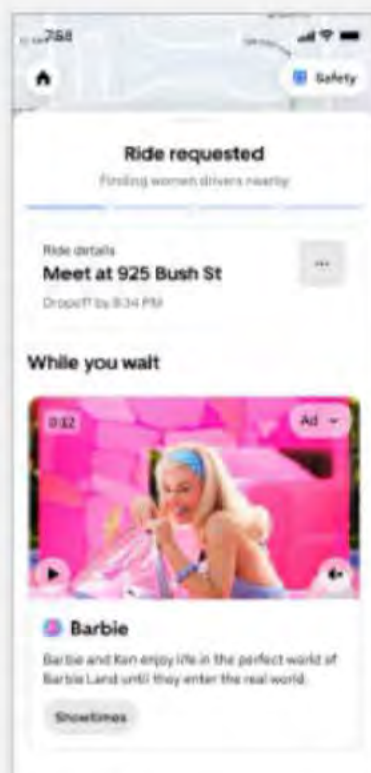
CONFIDENTIAL

UBER_JCCP_MDL_003041206

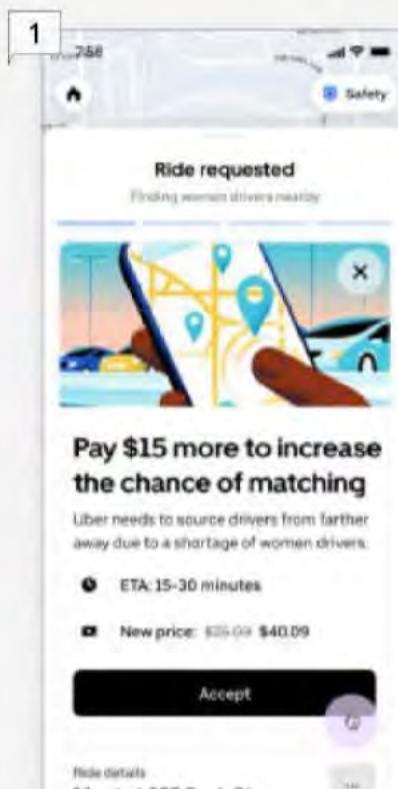
Scenario 2c: 2-Stage Offer Cards

Women driver accepts the offer when riders agree to pay more and wait longer**Dispatch**

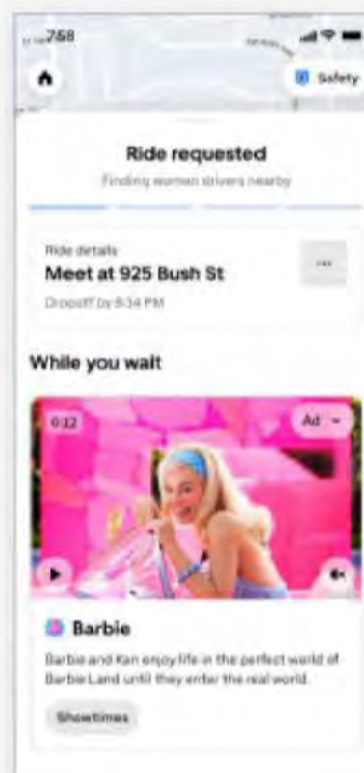
Riders wait up to 2 min

**Offer card**

Decline the offer

**Dispatch**

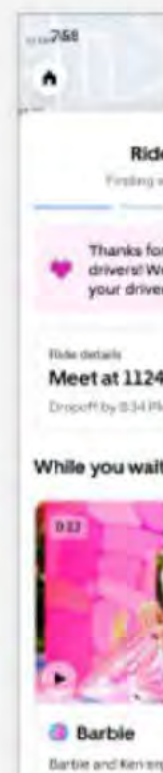
Continue waiting for 3 min more

**Offer card No.2**

Agree to more to increase the chance of matching

**Dispatch**

Wait to be matched with woman driver



CONFIDENTIAL

UBER_JCCP_MDL_003041207

Slide 485 Comments

- 1 Does this give the option to switch back to any driver?
Mariana Esteves, 5/22/2024 01:03 PM

**Still, there might be a
chance that we can't
find any women drivers**

Extra Fee Unhappy Path

10% of use cases* when Women drivers are available

* assuming that increasing the price and search radius will boost the match rate of women/non-binary riders with women drivers to 90%

Slide 487 Notes

Assuming

CONFIDENTIAL

UBER_JCCP_MDL_003041211

Scenario 3

No women driver accepts the offer when riders agree to pay more and wait longer

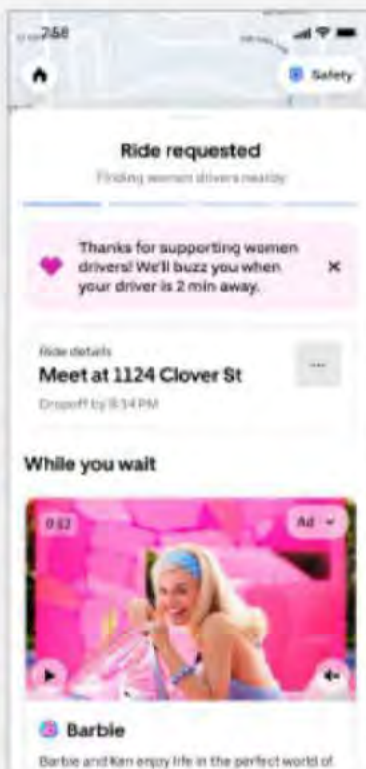
Offer card

Agree to more to increase the chance of matching



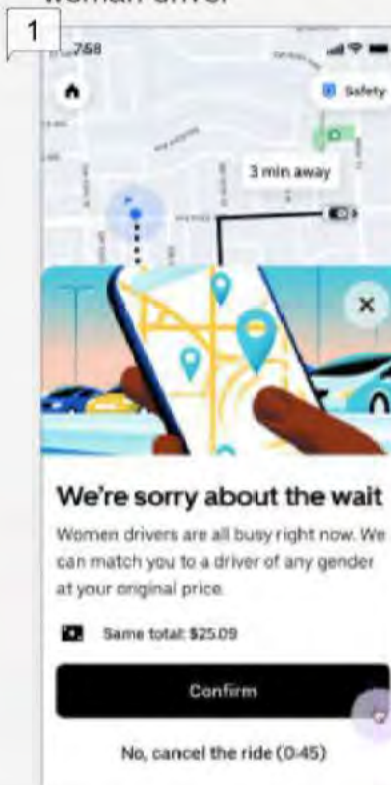
Dispatch

Wait to be matched to a woman driver



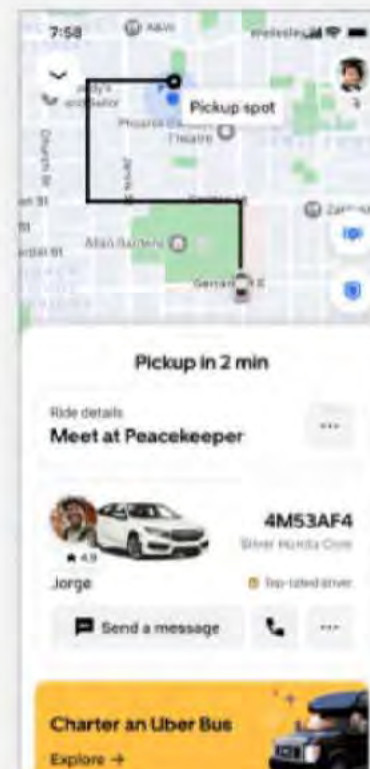
Switch product offer

Wait to be matched to a woman driver



Enroute

A male driver is on his way to pickup spot



CONFIDENTIAL

UBER_JCCP_MDL_003041212

Slide 488 Comments

- 1 @xindeling@uber.com What is the fallback for UberPet/Black?
Srishti Bajaj, 5/22/2024 04:44 PM

CONFIDENTIAL

UBER_JCCP_MDL_003041213

**And drivers may cancel
the trip during enroute**

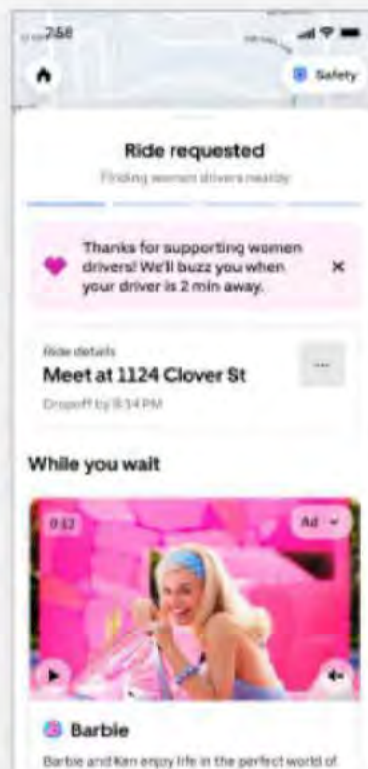
Scenario 3

Women driver cancels the trip during enroute**Offer card**

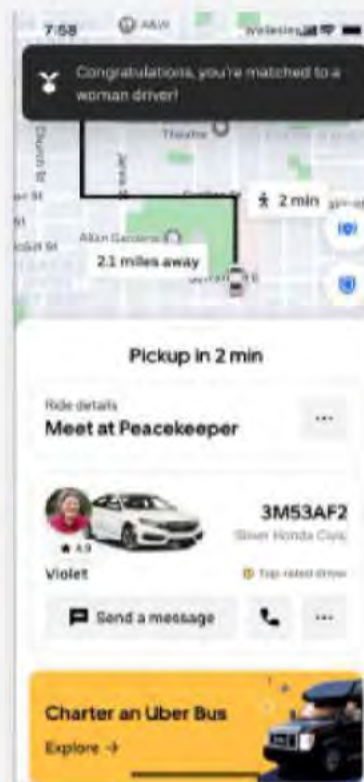
Agree to more to increase the chance of matching

**Dispatch**

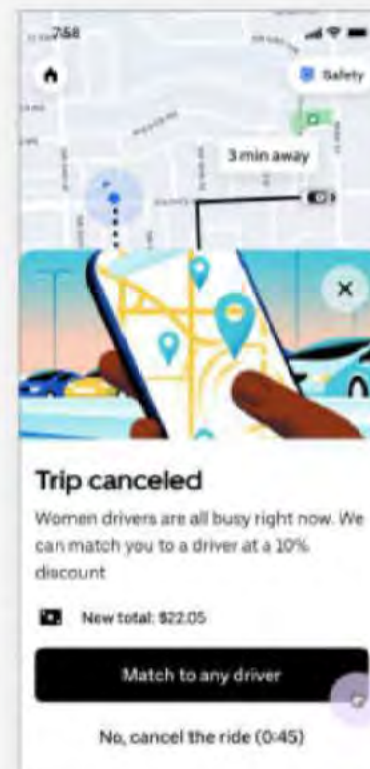
Wait to be matched to a woman driver

**Enroute**

A woman driver is on her way to pickup spot

**Cancel offer**

We honor the original price or give riders a discount



CONFIDENTIAL

UBER_JCCP_MDL_003041215

May 16th Sync

Topics

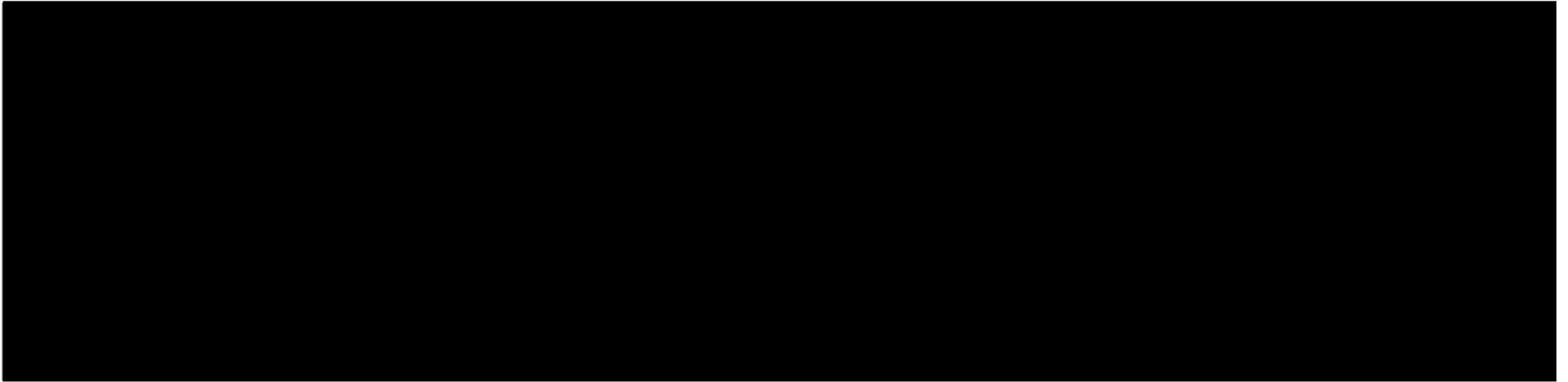
- Dara Preso Structure Topics ([different draft deck](#))
- Women Earners / WRP Data update

Drivers Men vs Driver Female vs Total (remove Couriers) - US only

- Signups -> Activations -> First Trips
- Monthly active Women driver share
- Raw numbers and rates (%)
- Jan 2022 to Mar 2024
- YOY trends

Source

With the exception of Q1 2024, driver onboarding has had strong YoY growth for both men and women



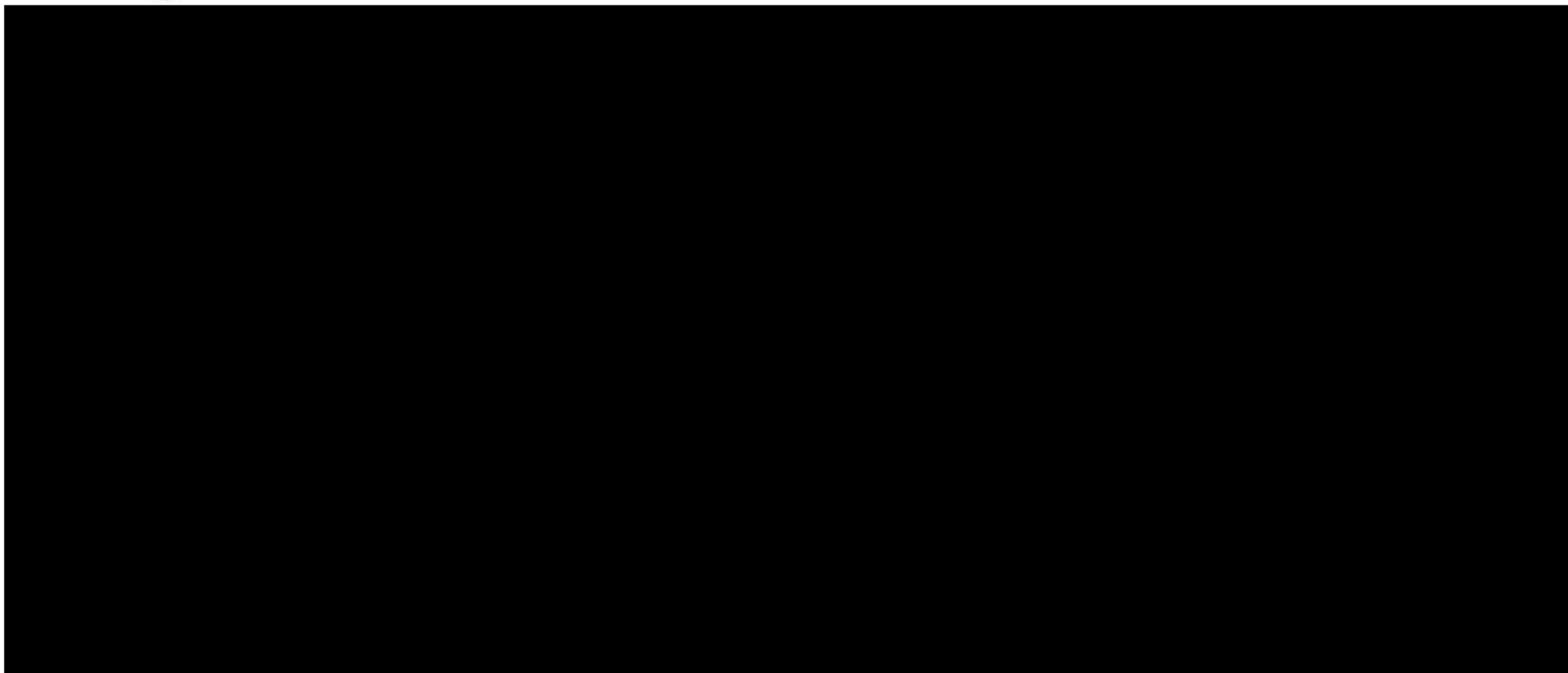
CONFIDENTIAL

UBER_JCCP_MDL_003041219

Slide 494 Notes

Lyft: Women and non-binary driver activations increased by nearly [REDACTED] year-over-year.

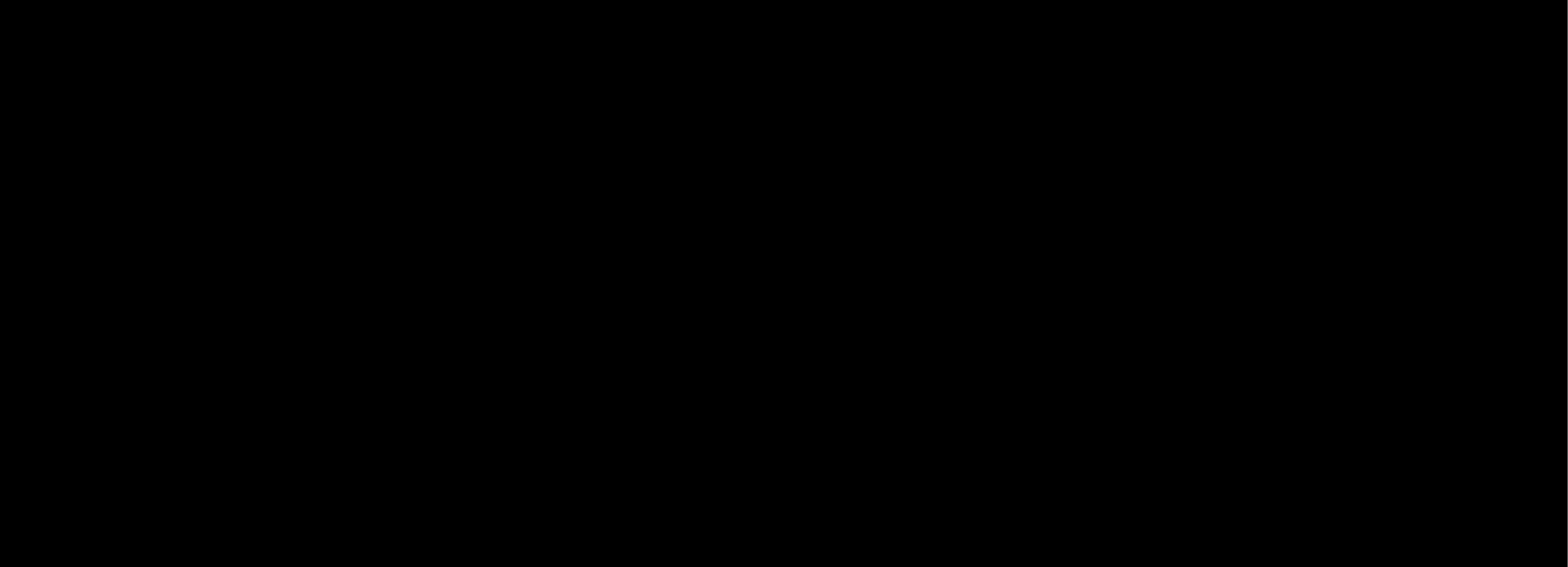
Women Drivers have more dropoff than men drivers throughout the funnel



CONFIDENTIAL

UBER_JCCP_MDL_003041221

Quarterly women driver signup share has hovered around [REDACTED] for ~2 years.



CONFIDENTIAL

UBER_JCCP_MDL_003041222

While signups are [REDACTED] for Women drivers, the split skews to men as we go further down the funnel.



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UBER_JCCP_MDL_003041223

LatAm women driver trips is with WRP ON.

women drivers in LatAm use WRP more than of their trips



CONFIDENTIAL

UBER_JCCP_MDL_003041224

Slide 498 Comments

1 @jianjin.wang@uber.com
Assigned to jianjin.wang@uber.com
Srishti Bajaj, 5/23/2024 05:51 PM

CONFIDENTIAL

UBER_JCCP_MDL_003041225

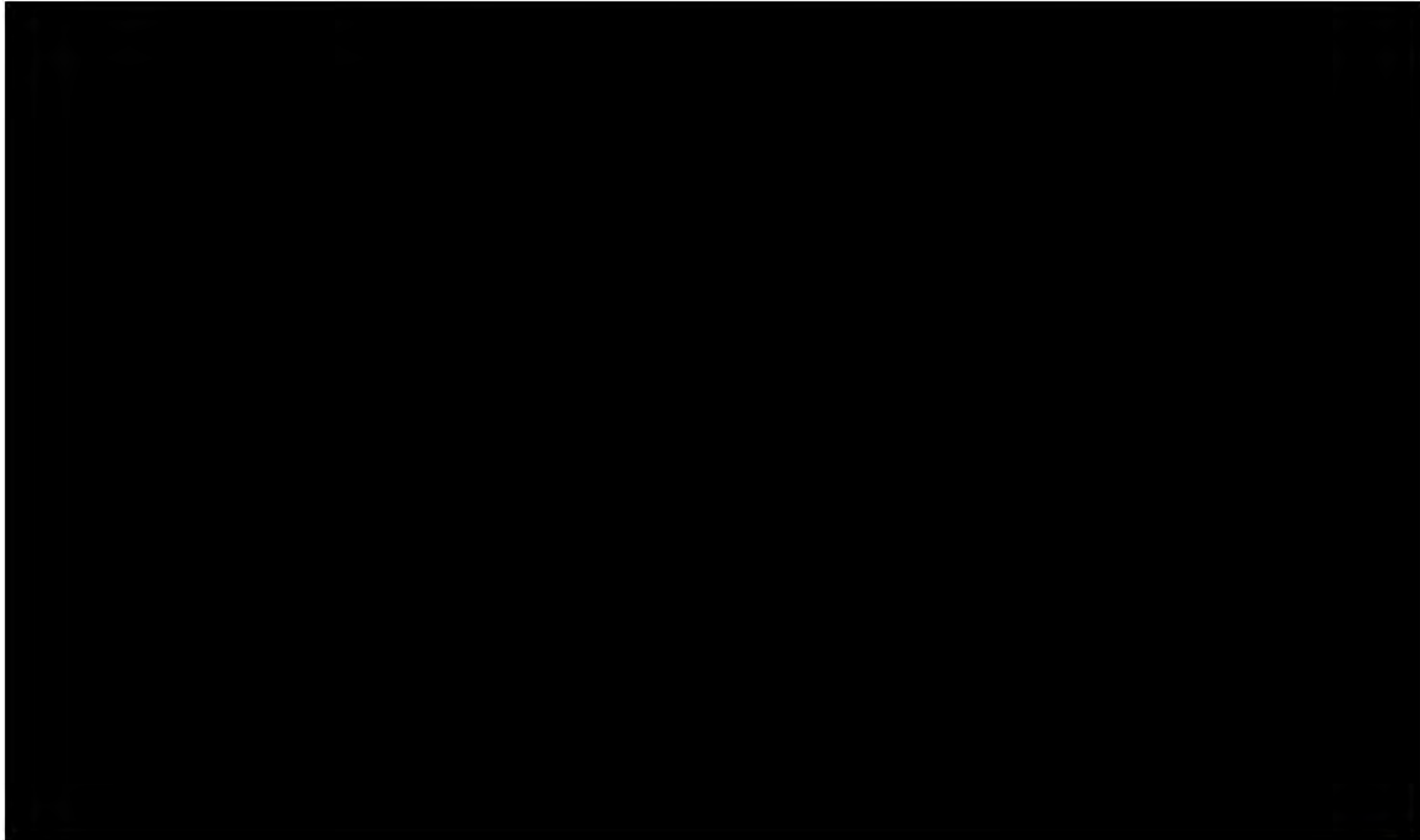
Women Driver Signup to Activation [REDACTED] & Activation to FT [REDACTED]
Men Driver Signup to Activation [REDACTED] & Activation to FT [REDACTED]



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UBER_JCCP_MDL_003041226

Uber's YoY increase for women driver activations (14d) is higher than LYFT's, but their methodology of calculating activations may be different.



[source](#)

CONFIDENTIAL

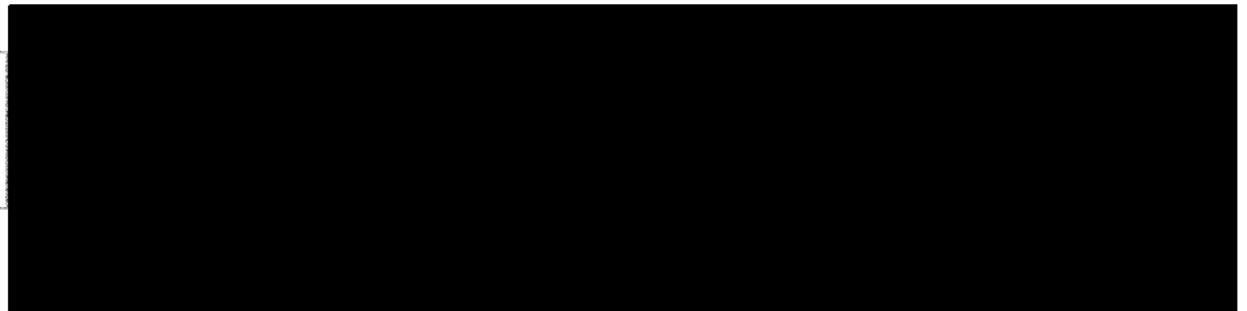
UBER_JCCP_MDL_003041227

- All active drivers in Brazil in **Jan - April 2024**; and then decide how we want to show the data
- Have driver and trip level separated
 - % Women Weekly trips WRP on
 - % of women active drivers atleast once
 - % of trips the had it turned on

 - 71% of them had it turned on 90% of the time
 - Histogram usage - What % of drivers use what % of the time

1

For driver who ever use WRP,
% of drivers using more than 90% of their
trip



Slide 501 Comments

1

Also let's get this Monthly data

Mariana Esteves, 5/14/2024 09:39 PM

CONFIDENTIAL

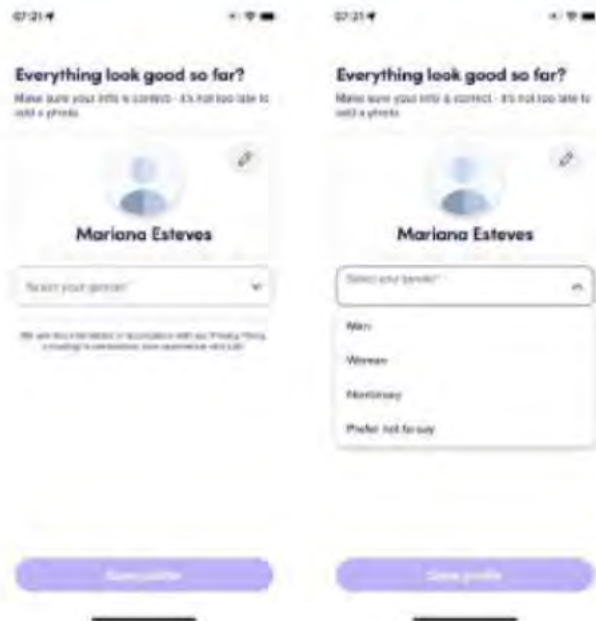
UBER_JCCP_MDL_003041229

WRP usage trends | In countries where WRP is launched, [REDACTED] of women driver trips daily are with WRP turned on.

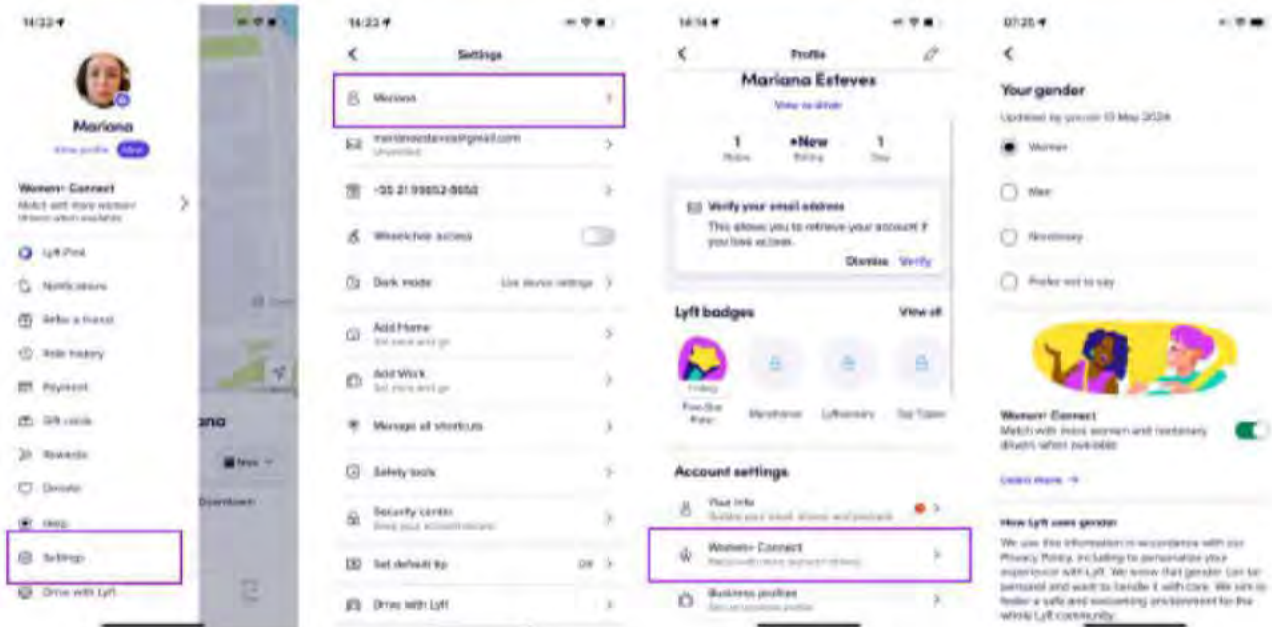


Lyft gets rider gender at onboarding, and default turns on Women+ for women riders | Raises questions on how effective it is

Account creation flow



Feature lives in Profile Settings



CONFIDENTIAL

UBER_JCCP_MDL_003041231

WRP usage trends | Of the drivers that use WRP, at least **half** of them have it on more than **90%** of their trips.

2					
3					
			</		

CONFIDENTIAL

UBER_JCCP_MDL_003041232

Slide 504 Comments

- 1 Let's get % of MAD for this / Monthly
Mariana Esteves, 5/14/2024 12:15 AM
- 2 @jianjin.wang@uber.com
Srishti Bajaj, 5/14/2024 12:15 AM
- 3 Also let's get this Monthly data
Mariana Esteves, 5/14/2024 09:39 PM

Women drivers tend to use WRP more during ELC



[Source](#)

CONFIDENTIAL

UBER_JCCP_MDL_003041234

Retention for women drivers who tried WRP within the 1st month of their first trip is [REDACTED] higher than women who did not.



Source

Cohort: Drivers who signed up during May'23 to Jul'23 and have taken FT

Women drivers who used WRP: women drivers who used WRP at least once in the 1st month of FT (BR: 6221 drivers, MX: 1496 drivers)

Women drivers never used WRP: women drivers who never used WRP their lifetime (BR: 9082 drivers, MX: 1706 drivers)

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UBER_JCCP_MDL_003041235

May 23rd Sync

Reserve Flow

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UBER_JCCP_MDL_003041237

Slide 508 Comments

1

@anoosha@uber.com

Srishti Bajaj, 5/21/2024 09:36 PM

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UBER_JCCP_MDL_003041238

May 14th Sync

Topics

- Dara Preso Structure Topics ([We will create a different draft deck](#))
- Lyft Insights / Earning Calls and Rider Experience
- WRP data insights
- Plan for additional UXR Driver / Rider

ELT Preso Agenda (60')

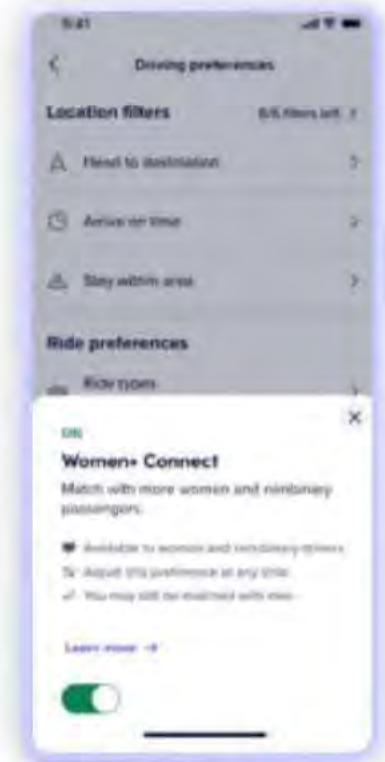
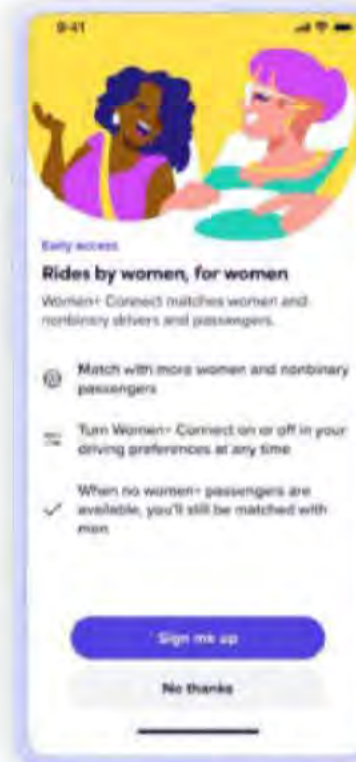
- **(P0) Start with user need**
 - Quantitative UXR on WRP/WDP
- **Competitive analysis**
 - US - Lyft (include auto opt in, soft filter)
 - Do we want to talk about other local players outside of the US?
- **(P1 pre-read) Internal data**
 - Double-click on WRP ELC & Churn
 - Double-click on WDP
 - Women safety? (e.g. average # of cases/\$\$, IR by gender, IR by WRP on/off as anecdotal?)
- **(P0) Our recommendation**
 - Spectrum of options (show how tradeoffs change along the spectrum)
 - Starting point - copy lyft
 - End point - complete different approach w hard filter
 - Which option would ensure more women matches?
- **(P0) Risks/Benefit analysis**
 - Legal
 - Policy/comms risks & mitigators (3 slides)
 - Marketing
- **(P0) Outline what a pilot could look like**
 - Goal: Validate UXR (Adoption/Opt in)
 - Geos
 - MVP
 - If it works, how do we scale? What is our plan to scale nationwide?

Lyft's Q1,2024 Earnings call info

Women+ Connect

Following the nationwide rollout of Women+ Connect in Q1:

- Women and non-binary driver activations increased by nearly **24%** year-over-year.
- This has continued to be one of Lyft's highest-rated features, and most drivers who use it tell us they feel safer while driving with Lyft.
- **20K** new Women+ Connect drivers just in the last couple of months.
- **24%-26%** of new driver applicants are women, higher than what it was in the past.



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UBER_JCCP_MDL_003041242

After a WRP comms campaign, 7.9% of churned women drivers took a higher rides trip within 14D



No comms

We tested WRP comms across different women driver cohorts to understand how different groups respond to this messaging. The churn cohort generated strong impact on Rides Trip Rate.



Uber | 2023 CRM XP Learnings

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Note: 90% 2-tail Confidence Intervals & **Green**: Stat Sig; [Source](#) ⁵¹³

UBER_JCCP_MDL_003041243

Slide 513 Notes

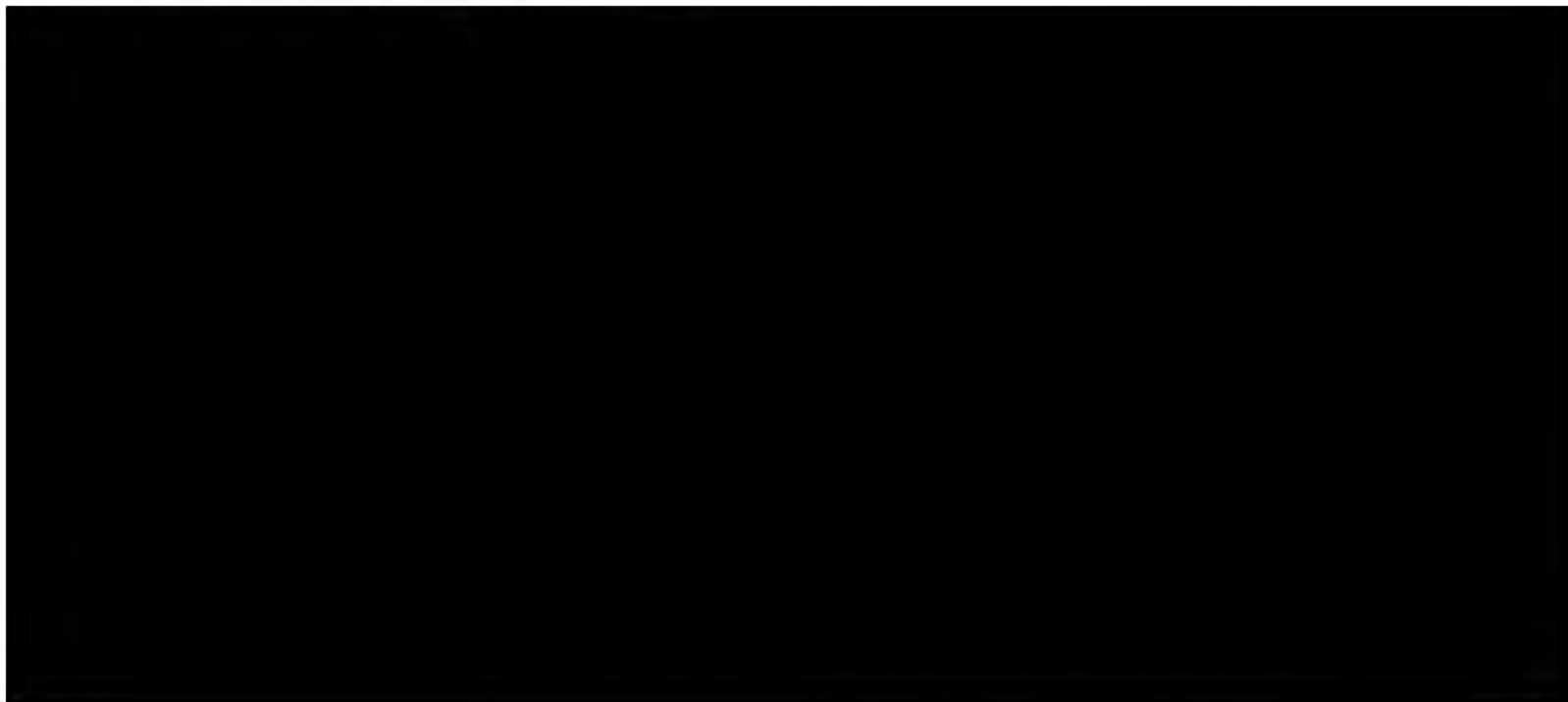
Impact of safety messages across cohorts:

- In partnership with Cande, we run a series of baseline **WPR tests** targeting women drivers in eligible markets outside of the US to see whether this message drives a significant impact on rides metrics.
- We found that **only the churned cohort** responded well to this message which is reflected in the 14D Rides Trip Conversion lift. This is a cohort that we don't engage much with and due to their inactivity with the platform, they are less likely to discover new features like WRP in the app by themselves. By learning about the new women-to-women feature, the women drivers who were preoccupied with safety concerns felt empowered to go back to the platform and resume earning with Uber.
 - There was a positive lift in WRP metrics too: 14D Women Rider Preference feature utilization rate: [REDACTED]
- In the US, WRP is not live due to regulatory concerns. Given that is our biggest market, however, we still wanted to test **safety features** that would be more relevant to women earners concerned about their safety on the road.
- Research told us that while men and women have similar experiences and barriers to driving - **who they are picking up matters more to women**. That's why we talked about verified rider accounts and preventative features such as registering a dashcam. However, we didn't observe a lift in Rides FTR. We think that AnFT drivers might not be ready to consider using such features given that they have not yet experienced the platform and it might even increase concerns around interacting with passengers.
 - When breaking the results into fresh and stale AnFT users, we find that the fresh cohort drives a directionally negative impact on 14D Rides [REDACTED] which is in line with our interpretation of results.
 - We haven't scaled this XP due to its flat results but we continue raising awareness around safety features in lifecycle comms because it's good for the user.
- Main takeaway: by communicating about safety features, different cohorts respond differently. More testing is needed to determine when

Slide 513 Notes (Continued)

and how to market safety features for women earners to maximize conversion (and avoid raising any safety concerns around transporting passengers).

4 Although we cannot attribute a decrease in Safety incidents to WRP, IR is lower in WRP trip



Safety Incidents reported on trips with WRP on vs off

Source Please note this analysis is based solely on observational data and doesn't control for all potential factors that could influence safety incidents.

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UBER_JCCP_MDL_003041246

Slide 514 Comments

- 1 Filter by reported against
Srishti Bajaj, 5/14/2024 06:58 PM
- 2 @jianjin.wang@uber.com
Srishti Bajaj, 5/14/2024 06:58 PM
- 3 @jianjin.wang@uber.com is this SIPC only?
Or all IPCs?
Reassigned to jianjin.wang@uber.com
Mariana Esteves, 4/9/2024 10:39 PM
- 4 the chart is showing all IPC and SASM IPC
Jianjin Wang, 4/9/2024 10:39 PM

END

WRP Data findings

How Women Drivers are using it

- % WD using it
- How much they use it / how often they use
- WD Behavior: How much ELC Drivers use it more?

Impact on Perception

- Wave 1? Revise methodology to check if we can use it?
- Or UXR Data for this - [link](#)

Impact on Safety Incident

- Difference in Safety IPC reported against Rider, for Women Drivers with WRP on vs Off
- Is there a general positive impact for IPCS from Women Riders reported against drivers?

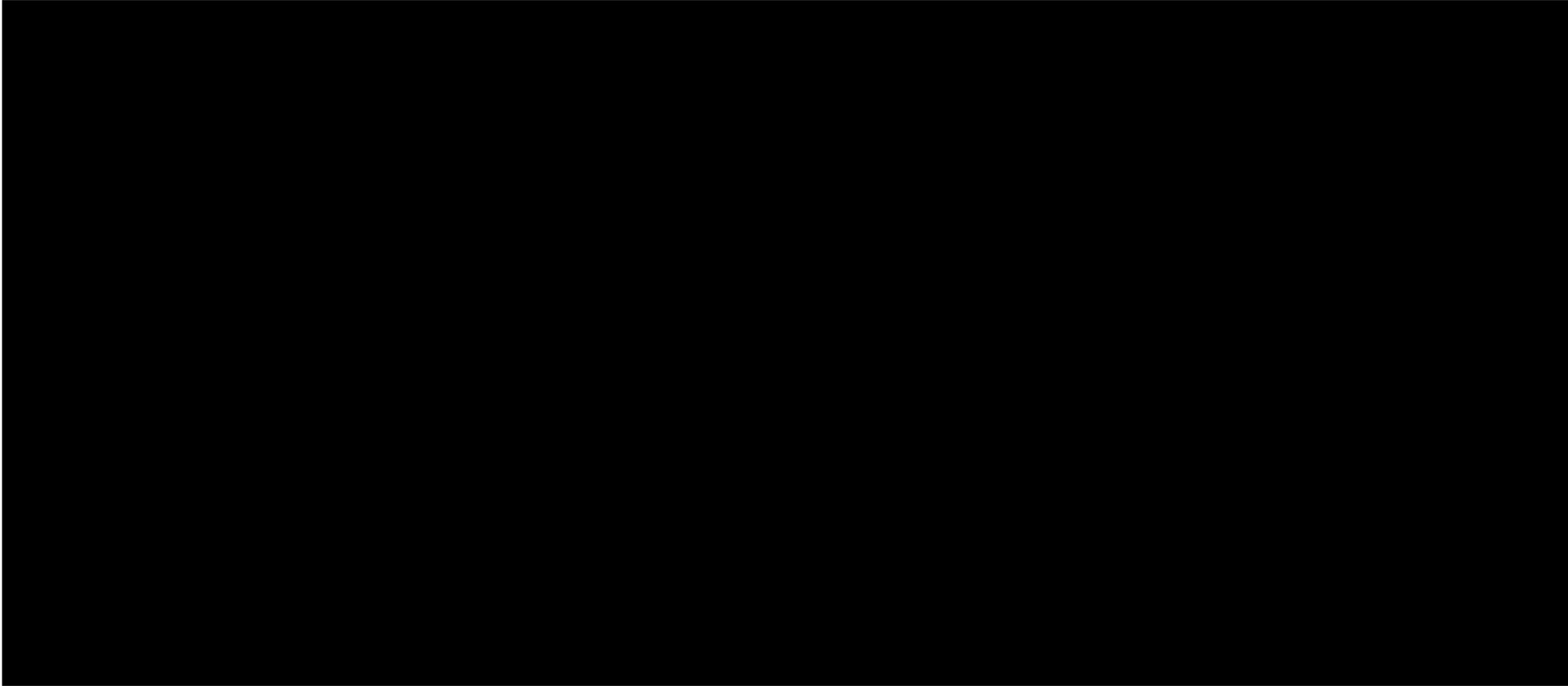
Driver Growth impact

- Does WRP help ELC women drivers become more tenured drivers? – Churn drivers / maybe the ops analysis?

Lyft's Q1,2024 Earnings - Transcript

- Following our nationwide rollout of Women+ Connect in the first quarter, women and nonbinary driver activations increased by nearly 24% year over year. This has continued to be one of Lyft's highest-graded features and most drivers do tell us -- who use it tell us they feel safer when driving, which is super important, one of our key objectives. As a result of all of these moves, Lyft had more drivers use our platform in Q1 than we've had in about four years, and driver hours have returned to 2019 levels. And I can tell you, in addition, that over these past few weeks, driver hours have reached new all-time highs.
- So, these will be familiar because I've talked about them before, but Women+ Connect is incredibly important to us, incredibly important to us. We have -- one of the stories I heard recently was a woman saying, "I can now finally take a nap in the Lyft." A nap in a Lyft, something that men have enjoyed for years and women haven't so much. And we can see what that does both on the rider side but also at the driver side, something like 24% of our new -- I think we've got about 20,000 new Women+ Connect drivers just in the last couple of months. And it's some of 24%, maybe even 26% of a meaningful percentage of our new applicants to be drivers are women higher than we've seen in the past.

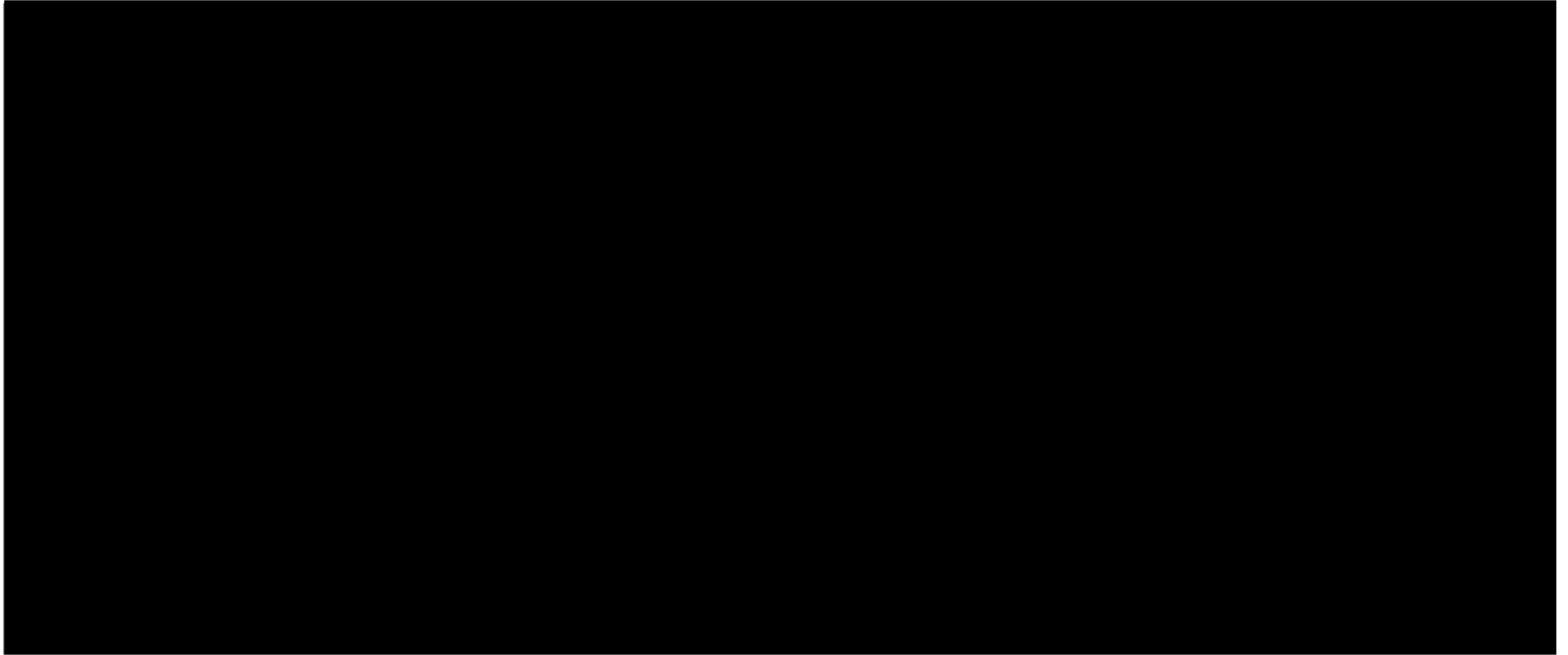
US Woman Driver Signups have increased YoY in 2023 over 2022



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UBER_JCCP_MDL_003041251

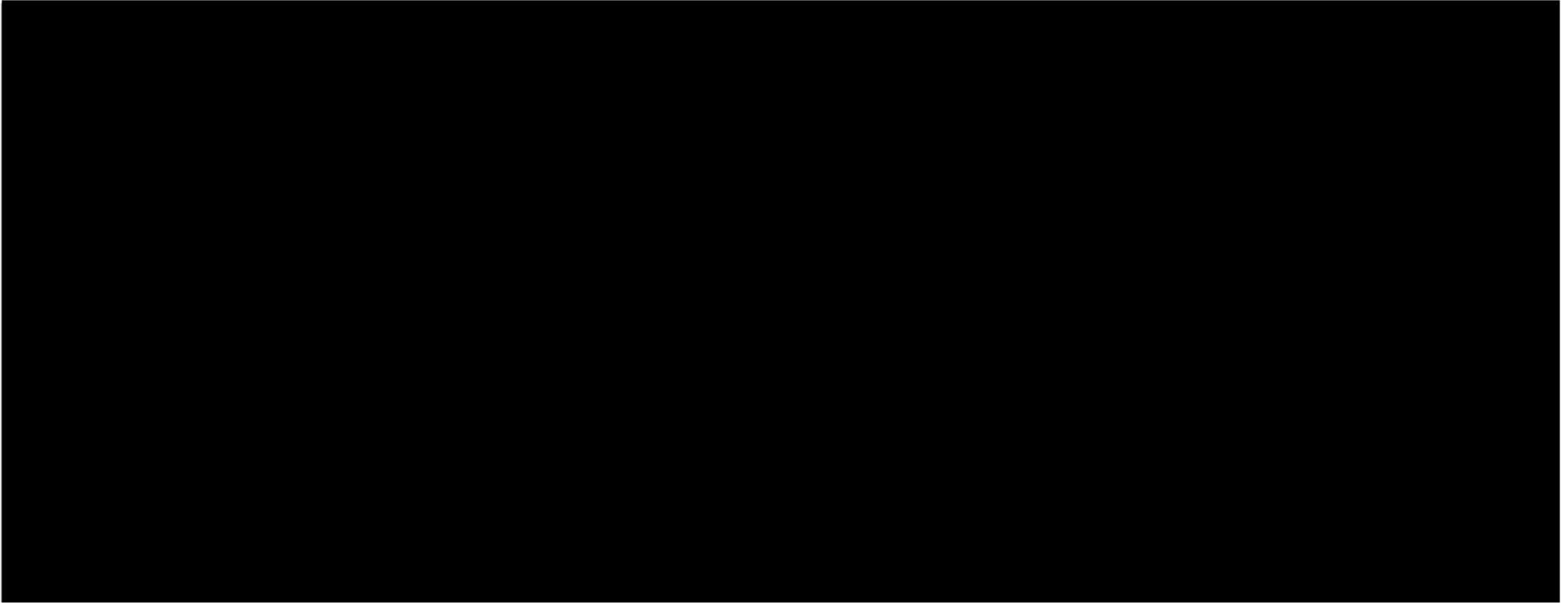
US Men Driver Signups have increased YoY in 2023 over 2022



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UBER_JCCP_MDL_003041252

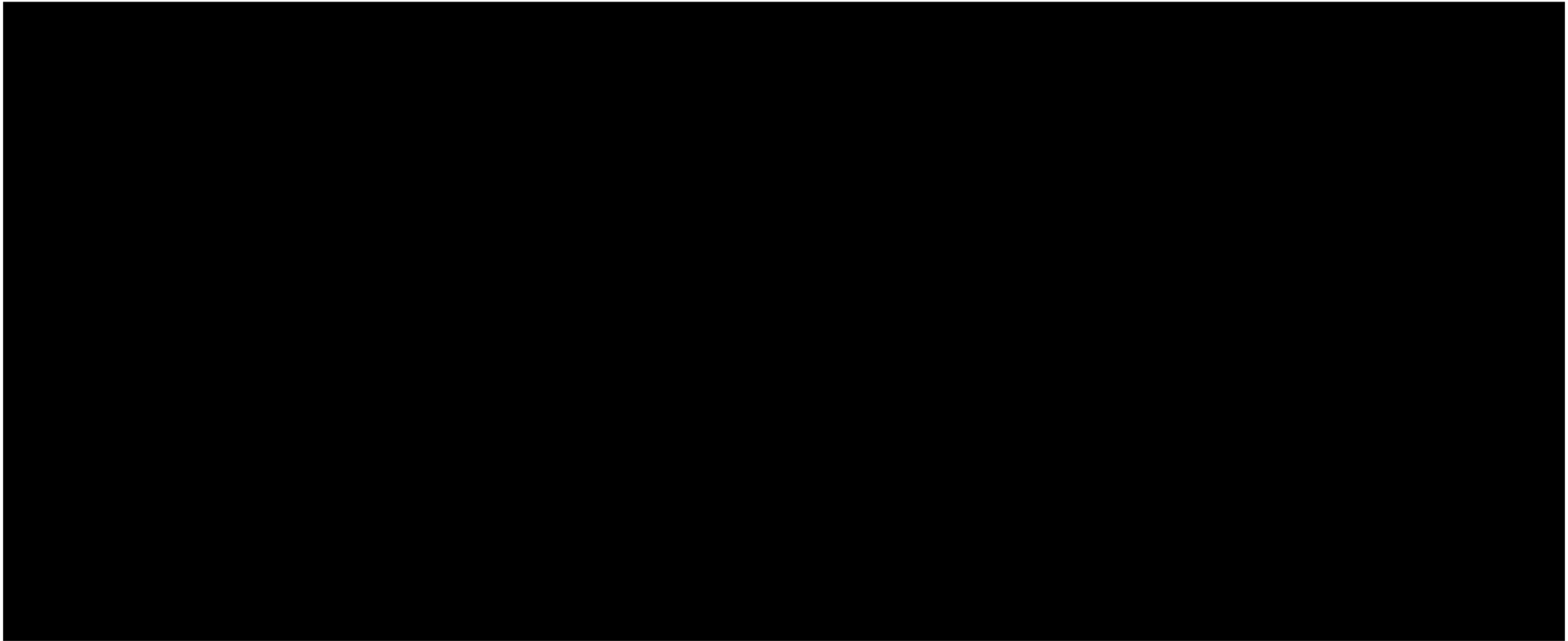
US Woman Driver Activations have increased YoY in 2023 over 2022



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UBER_JCCP_MDL_003041253

US Men Driver Activations have increased YoY in 2023 over 2022



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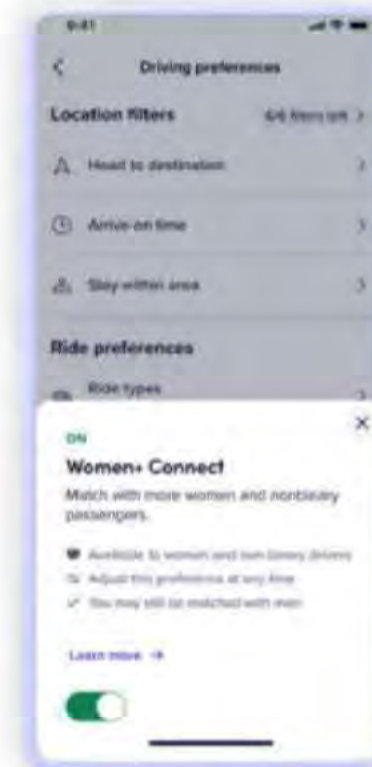
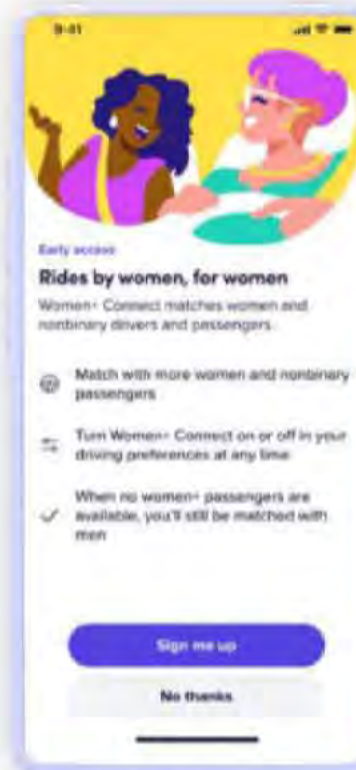
UBER_JCCP_MDL_003041254

Lyft's Q1,2024 Earnings

Women+ Connect

Following our nationwide rollout of Women+ Connect in Q1:

- Women and non-binary driver activations increased by nearly 24% year-over-year.
- This has continued to be one of Lyft's highest-rated features, and most drivers who use it tell us they feel safer while driving with Lyft.



Year-over-year increase for women driver in the US for Uber is [REDACTED] (Feb'23 to Feb '24) and [REDACTED] (Dec '22 to Dec '23) -

source
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UBER_JCCP_MDL_003041255

Women drivers
safety concerns
are real as they
are more likely to
report safety
incidents than any
other user in our
platform

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Data: reported incidents per mill. trips; Jan-Aug '23
Driver gender: documented gender
Rider gender: inferred gender

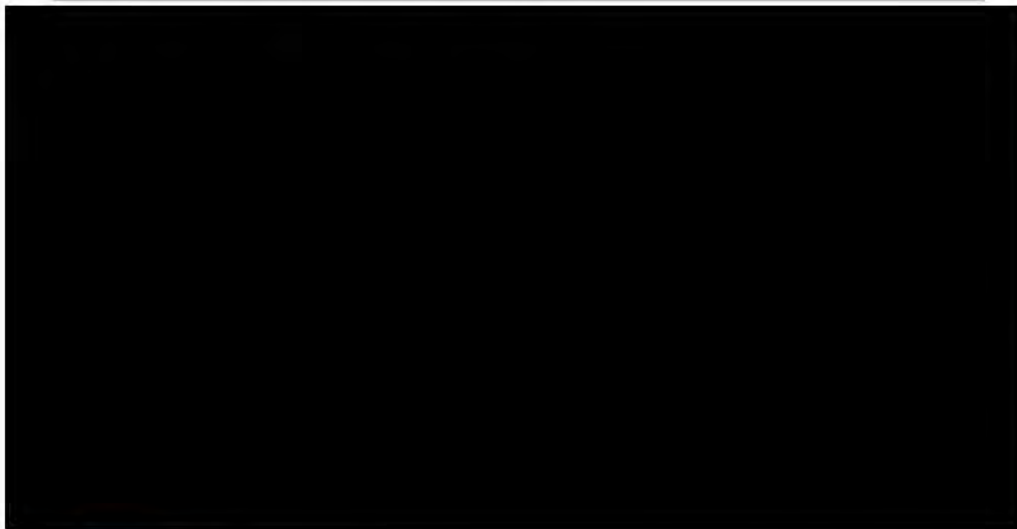
A/C Privileged & Confidential

UBER_JCCP_MDL_003041256

Women Rider Preference

LatAm women drivers use WRP for [REDACTED] of trips, CAN and Aus drivers use WRP for [REDACTED] of trips

of Rides Dispatch Offers



Observations

- BR & MX women drivers use WRP for [REDACTED] of trips
- Aus & CAN women drivers use WRP for [REDACTED] of trips

[Source](#)

Data: 7/4/2023 to 3/10/2024

Please note this analysis is based solely on observational data and doesn't control for all potential factors that could influence marketplace metrics.

524

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UBER_JCCP_MDL_003041257

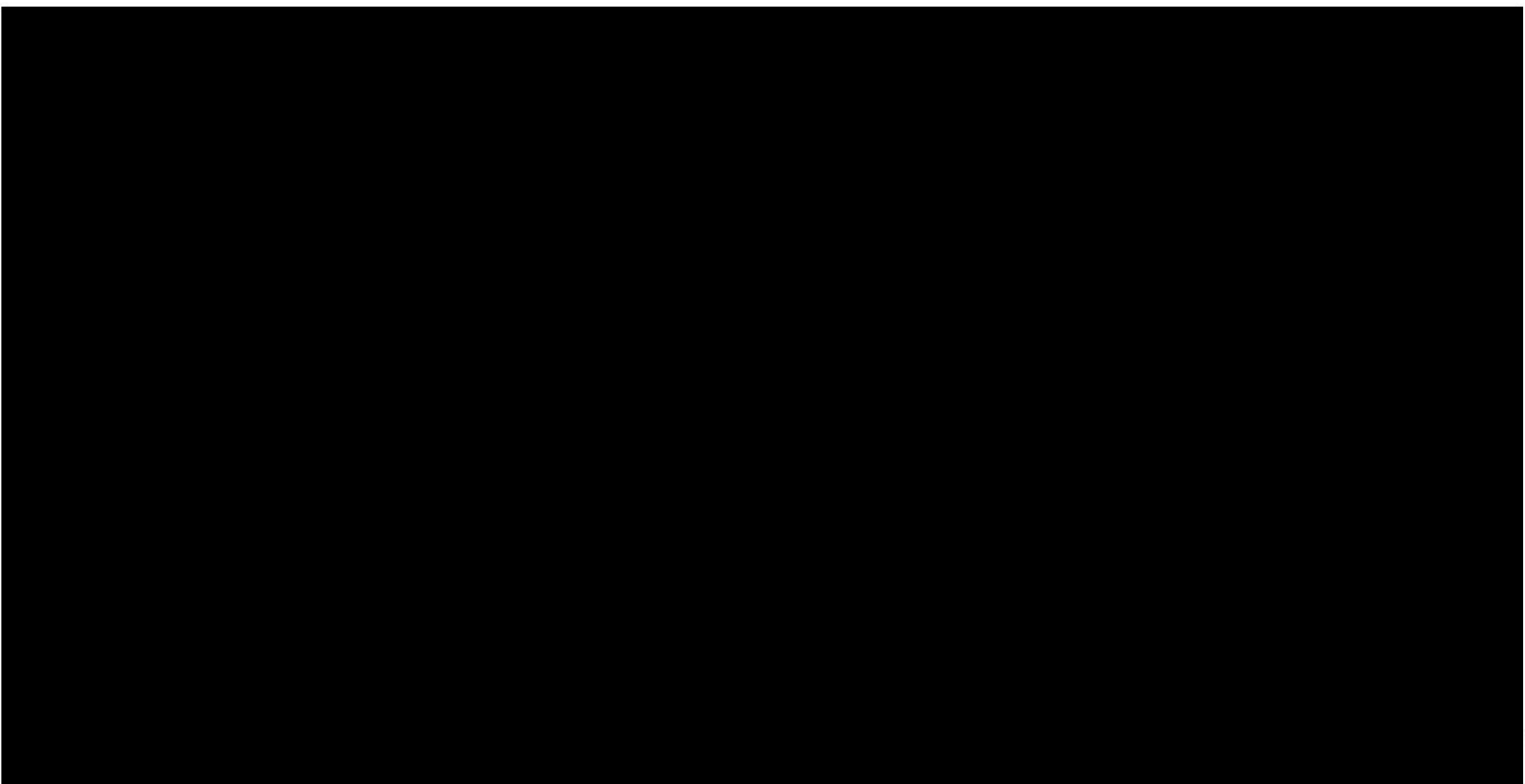
XP Cities | **US and non-US**

source

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UBER_JCCP_MDL_003041258

We estimate high Reserve reliability in 89 cities.



526

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UBER_JCCP_MDL_003041259

Driver Filter

Hard filter

1 In 2019 we launched a driver filter (hard filter) called "Women Rider Preference" (WRP). This filter is only visible to women drivers.

When women drivers turn on this filter, they only receive trips from women riders.

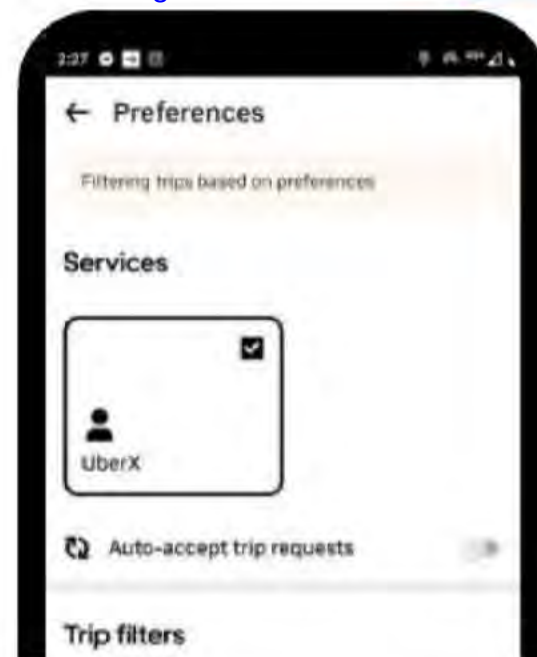
Implications

- [REDACTED] drivers in Brazil use this product on a weekly basis
- Drivers make [REDACTED] when having this filter on
- We have seen higher AR from women drivers using WRP

This product is currently live in 90% of LatAm countries (including all star markets), 30% of APAC countries (including all star markets) and a handful of markets in US&C (Canada and Puerto Rico) and EMEA (none of EMEA launched markets is a star market).

Uber | Women Rider/Driver Preference US Launch discussion

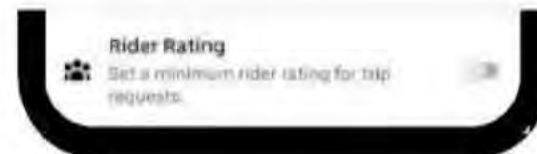
CONFIDENTIAL



Women Riders



By turning this on, you will only be matched with female riders. If a male rider arrives for the trip, you may cancel using the "I selected trips with women riders" reason.



527

UBER_JCCP_MDL_003041260

Slide 527 Comments

- 1 we should remove this to avoid misinterpretation that WRP would help improve overall AR and CR
Jianjin Wang, 5/10/2024 06:11 PM

1
2

Women Rider Preference

Global Performance (WIP)



Highlights

1. **headline**
text
2. **headline**
text
3. **headline**
text

Lowlights

4. **headline**
text
5. **headline**
text
6. **headline**
text

CONFIDENTIAL

UBER_JCCP_MDL_003041262

Slide 528 Comments

- 1 @natalia.galvez@uber.com Is this a useful data?
 Assigned to natalia.galvez@uber.com
 Mariana Esteves, 4/24/2024 07:00 PM
- 2 @natalia.galvez@uber.com the data is updated, similar to the next slide, I need to dig deeper to see why Q1 dropped
 Jianjin Wang, 4/5/2024 06:12 AM

By Q1, WRP is live in xx countries, accounted for [REDACTED] of global trips coverage and [REDACTED] of global GB coverage.

% Female Trips WDW On TOD
Summary

In the WRP live markets



Active women
drivers used WRP
at least once

GB by women
drivers are from
WRP trips

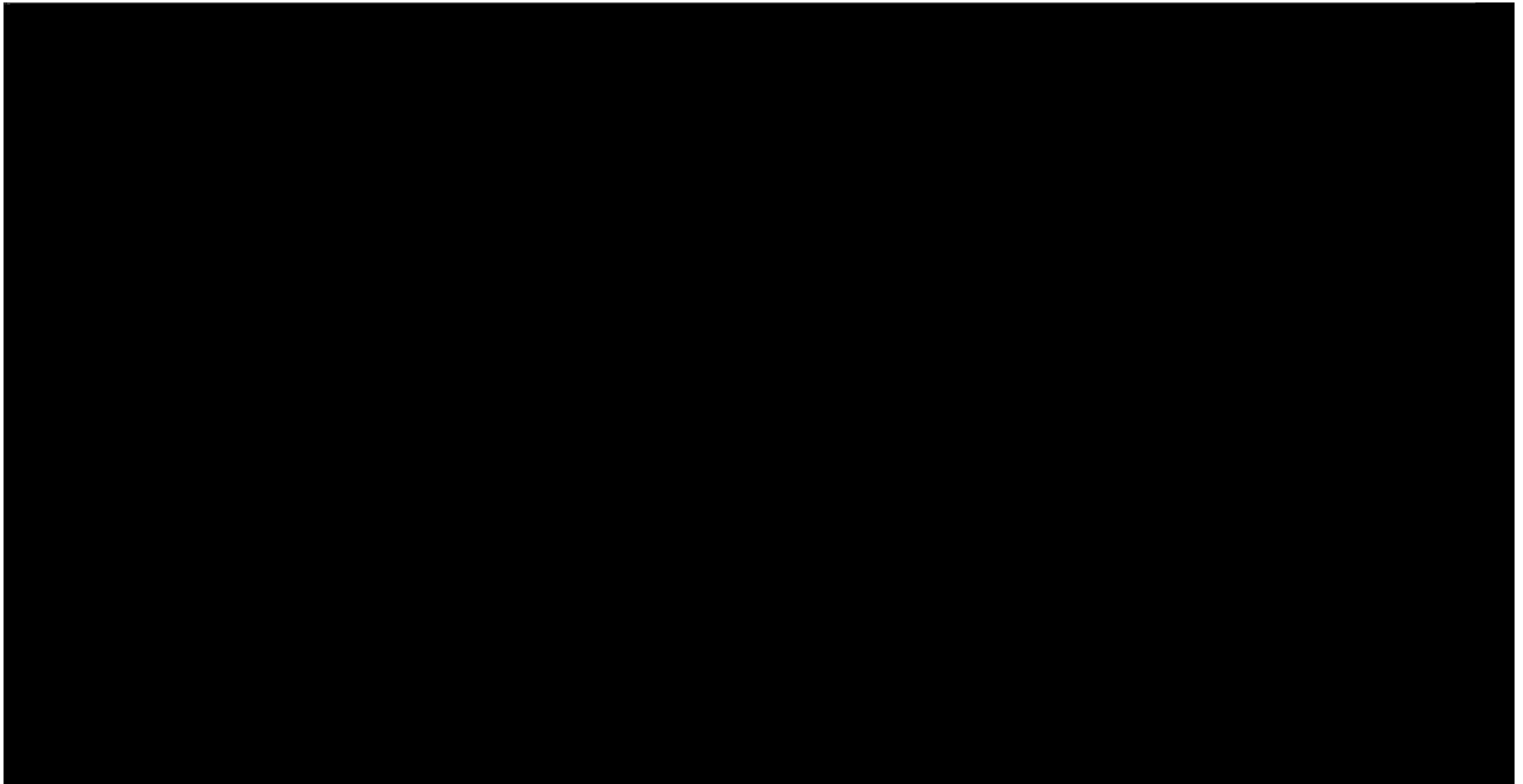
Trips by women
drivers are from
WRP trips

afternoon
late_night
morning
night

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UBER_JCCP_MDL_003041264

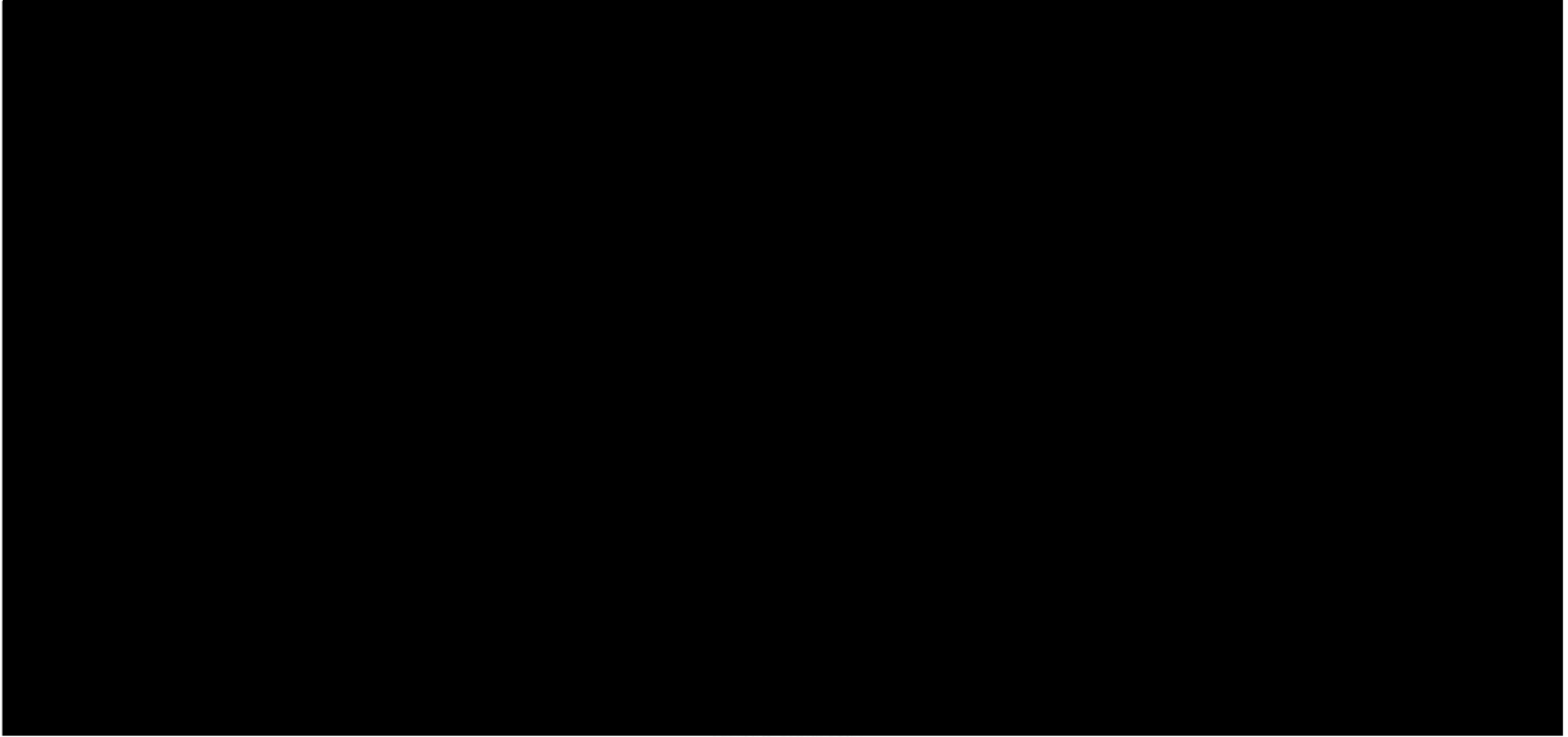
Women drivers who tried WRP are using it more frequently



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UBER_JCCP_MDL_003041265

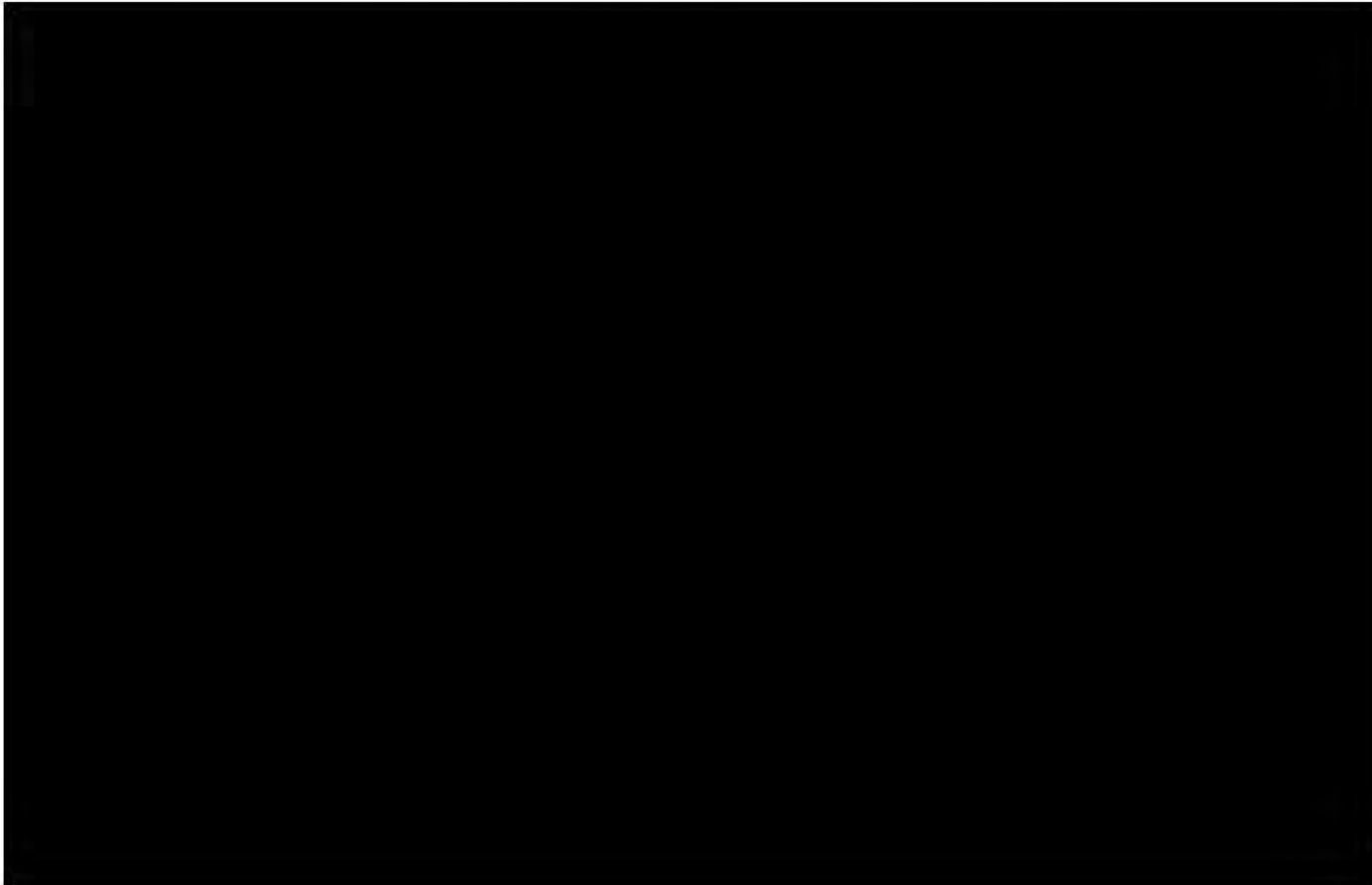
Women drivers who tried WRP are using it more frequently



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UBER_JCCP_MDL_003041266

ELC women drivers tend to use WPR more than tenured women drivers



[Source](#)

CONFIDENTIAL

UBER_JCCP_MDL_003041267

Slide 532 Comments

- 1 add different visuals to better represent the data.
Varun Harchekar, 5/13/2024 11:21 PM
- 2 @varunh@uber.com does this look better?
Jianjin Wang, 5/13/2024 10:35 PM
- 3 As there is no clear trend between the first 3 buckets, should we combine them? ELC vs Tenured?
Srishti Bajaj, 5/13/2024 11:21 PM

2

Previous WRP Impact Analysis

1. **BR WRP XP Wave 1 ([readout](#))**
 - 2019-11-06 to 2019-12-18, synthetic control
 - No stat sig impact on % of active drivers that are women and safety incidents
 - Women driver 14D-SUF [REDACTED]
 - **Safety sentiment (Uber is Committed to Safety) increased**
 - Women: [REDACTED] increase from pre to post survey
 - Men: [REDACTED] increase from pre to post survey
 - Negative marketplace impact:
 - Rider XTA (Time from rider requesting a trip to trip start) [REDACTED]
 - Trip cancellation rate (driven by rider cancellations) [REDACTED]
2. **BR WRP XP Wave 2 ([readout](#))**
 - 2020-02-06 to 2020-03-16 (before Covid), synthetic control
 - No stat sig impact on marketplace metrics
 - No stat sig impact on % of active drivers that are women
3. **WRP impact on women driver engagement ([analysis](#))**
 - The research analyzed LatAm trips during 2018 to 2022, using diff-in-diff method.
 - **Results on incidents rates are inconclusive.** Can not detect safety benefits of WRP given the limited sample size.
 - **WRP leads to [REDACTED] increase in the share of female drivers.**
 - Little evidence of an increase in the share of supply hours by women or changes in the timing of work hours within a week.
 - WRP launch in many cities coincided with Covid, and Covid-related lockdowns can affect men and women differently, which can bias the results.
 - The results have limited applicability in other markets; careful experimentation at market level is advised
4. **WRP impact on women driver earnings ([analysis](#))**
 - The research analyzed LatAm trips during 2018 to 2022, using diff-in-diff method.
 - In LatAm, after WRP became available, utilization and earnings of all women fell by [REDACTED]. The impact on women who use this product is close to [REDACTED]
 - WRP users receive offers less frequently even if we compare them with non-WRP drivers in a similar location.

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UBER_JCCP_MDL_003041269

Slide 533 Comments

- 1 @jianjin.wang@uber.com Check who was compared to whom
Srishti Bajaj, 5/13/2024 06:46 PM
- 2 Did they actually use hte feature
Srishti Bajaj, 5/13/2024 06:46 PM

WRP Data findings

How Women Drivers are using it

- % WD using it
- How much they use it / how often they use
- WD Behavior: How much ELC Drivers use it more?

Impact on Perception

- Wave 1? Revise methodology to check if we can use it?
- Or UXR Data for this - [link](#)

Impact on Safety Incident

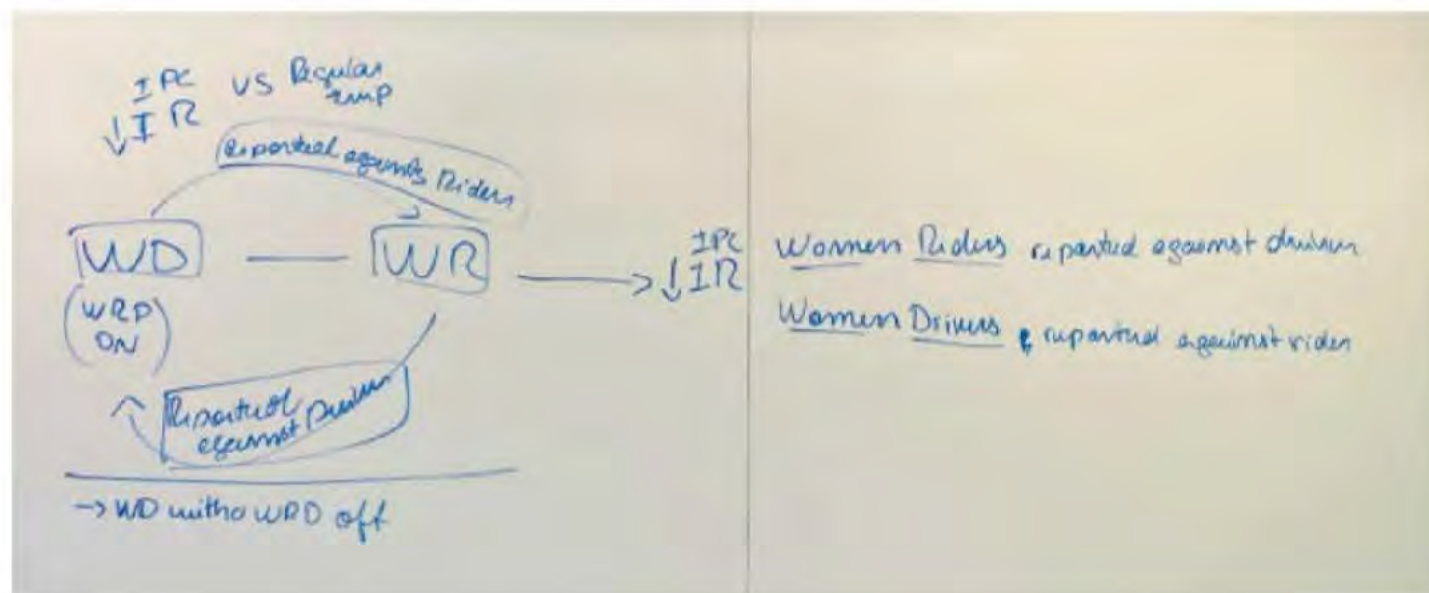
- Difference in Safety IPC reported against Rider, for Women Drivers with WRP on vs Off
- Is there a general positive impact for IPCS from Women Riders reported against drivers?

Driver Growth impact

- Does WRP help ELC women drivers become more tenured drivers?

WRP on vs off vs All Trips
 Split by Reported against (rider or driver)
 Rider gender

Compare with:
 General Women Rider IPC Rate reported against Driver
 General Women Driver IPC Rate reported against Rider



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Summarizing WRP impact

1
2
3

Benefits

- Usage of WRP is strong, and has been increasing over time
 - **Especially in LatAm, ~30% of women drivers use WRP every week, and over 70% of those women drivers turn on WRP for over 90% of their trips.**
 - ELC women drivers tend to use WPR more than tenured women drivers
- (Wave 1) WRP improves **women driver safety sentiment**
- Share of women drivers (Correlation analysis)

Downsides

- (Wave 1) Potential negative impact on rider XTA and driver cancellation rate
- Negative impact on women driver earnings and supply hour utilization

Caveats

- Impact on safety incidents is hard to measure given that safety incidents are rare events
- WRP usage varies across markets, and can be impacted significantly by comms strategy. The [Canada WRP toolkit campaign](#) shows significant impact on WRP usage.
- We should perform experiments (synthetic control) if launch in the US to gauge the impact. US has the highest women driver share (██████), thus the impact of WRP could be very different from other markets.

Slide 536 Comments

- 1 We probably can't use this data
Mariana Esteves, 5/13/2024 07:21 PM
- 2 Add monthly view, cut it through ELC vs tenured users
Mariana Esteves, 5/13/2024 07:16 PM
- 3 Can we get other data source than the Wave 1 data?
Mariana Esteves, 5/13/2024 07:20 PM

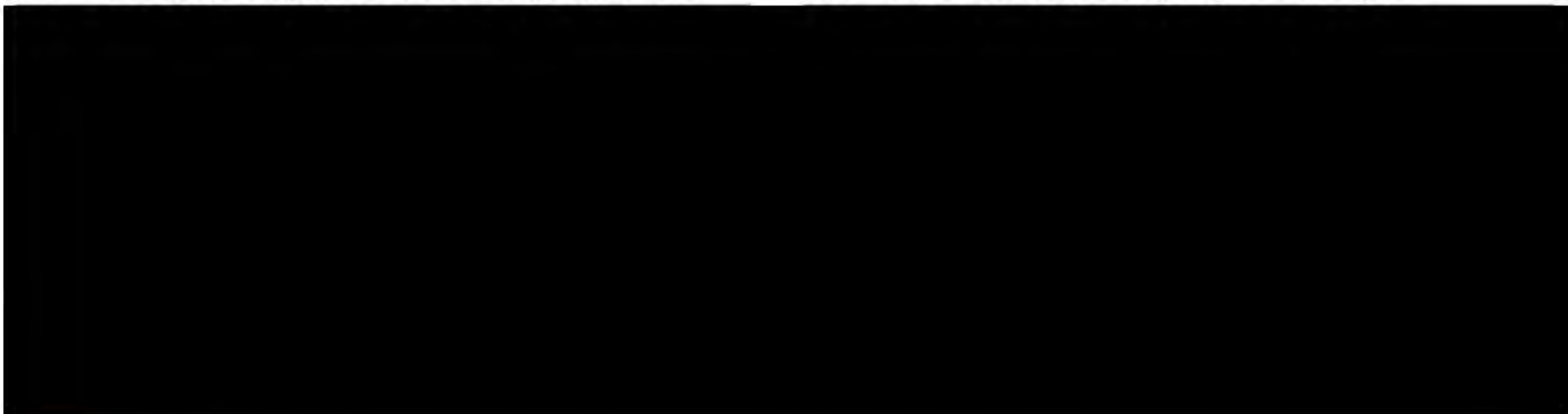
WRP Insights | [REDACTED] of active WD use it, for [REDACTED] of their trips. Driver AR is better in most markets

Driver Acceptance Rate (AR)

AR = accepted dispatches / total dispatch offers

Driver cancellation over acceptance rate (CR)

CR = driver cancelled dispatches / accepted



Source

Data: 6 months (7/4/2023 to 3/10/2024)

Please note this analysis is based solely on observational data and doesn't control for all potential factors that could influence marketplace metrics.

537

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Slide 537 Comments

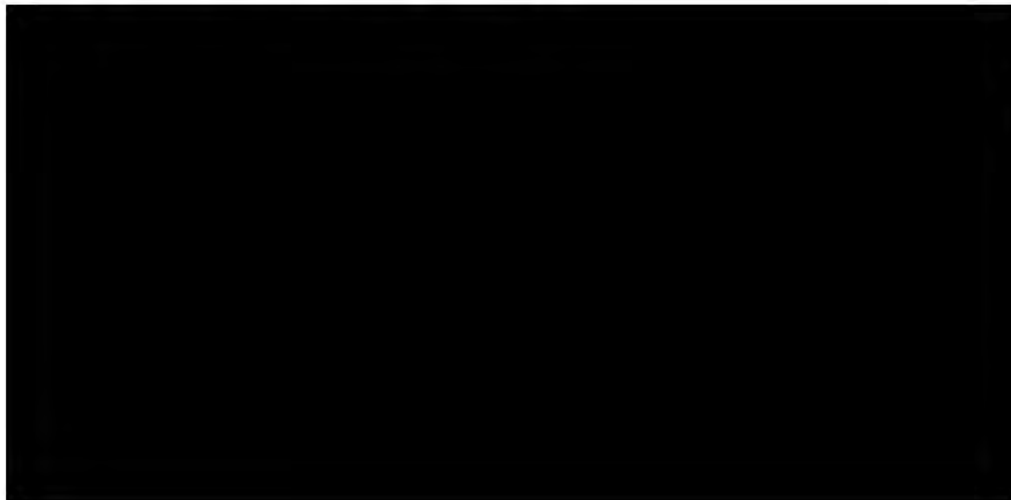
- 1 Just to confirm if the finding from Australia is related to Wrong gender situation or something else?

@jianjin.wang@uber.com
Mariana Esteves, 4/25/2024 12:05 AM
- 2 The higher WRP trips CR in Australia was mainly driven by cancels “to pick up”, with 36% cancels due to “pickup_not_worth_it”. This happened mainly during noon to 9PM.
Srishti Bajaj, 4/24/2024 11:21 PM
- 3 Should we remove this? Maybe add there the adoption table instead of this one
Mariana Esteves, 4/24/2024 11:25 PM
- 4 Agreed. Cancellations is not higher/lower, so we can skip it
Srishti Bajaj, 4/25/2024 12:05 AM

Women Rider Preference

LatAm women drivers use WRP for [REDACTED] of trips, CAN and Aus drivers use WRP for [REDACTED] of trips

of Rides Dispatch Offers



Observations

- BR & MX women drivers use WRP for [REDACTED] of trips
- Aus & CAN women drivers use WRP for [REDACTED] of trips

[Source](#)

Data: 7/4/2023 to 3/10/2024

Please note this analysis is based solely on observational data and doesn't control for all potential factors that could influence marketplace metrics.

538

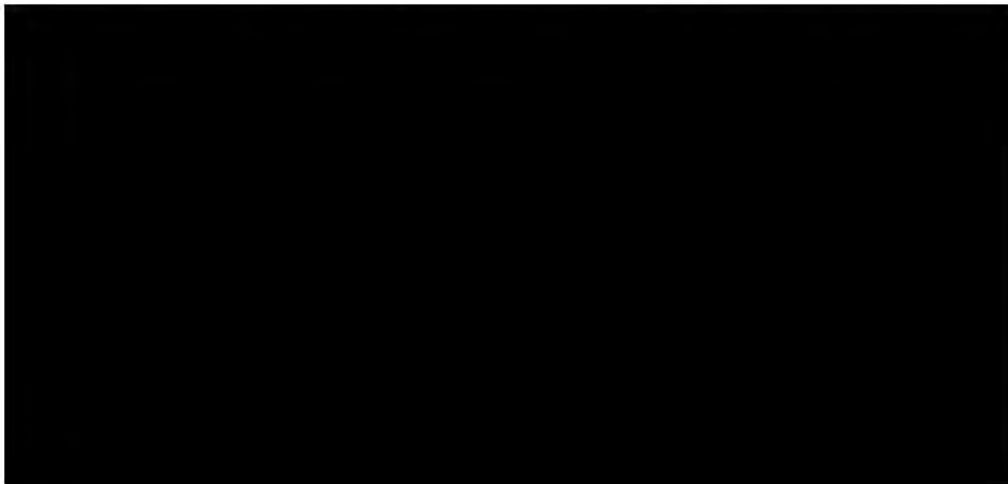
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UBER_JCCP_MDL_003041277

WRP performance | [REDACTED] of active WD use it, for [REDACTED] of their trips. Driver AR is better in most markets

Driver Acceptance Rate (AR)

AR = accepted dispatches / total dispatch offers



Observations

- BR, MX & Aus: WRP trips AR higher than non-WRP trips, this is consistent over time
- CAN: there's no big difference between WRP on and off for women driver offers (lower volumes).

Source

Data: 7/4/2023 to 3/10/2024

Please note this analysis is based solely on observational data and doesn't control for all potential factors that could influence marketplace metrics.

539

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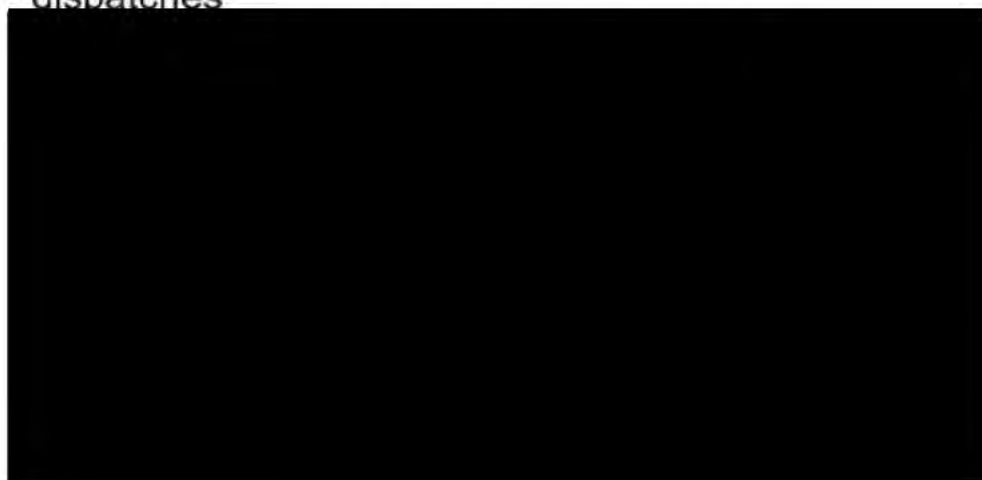
UBER_JCCP_MDL_003041278

Women Rider Preference

Cancellation Over Acceptance Rate is no difference for women drivers when having WRP filter on or off

Driver cancellation over acceptance rate (CR)

CR = driver cancelled dispatches / accepted dispatches



Observations

- No difference between WRP On and Off expect in Australia
- The higher WRP trips CR in Australia was mainly driven by cancels "to pick up", with [REDACTED] cancels due to "pickup_not_worth_it". This happened mainly during noon to 9PM.

[Source](#)

Data: 7/4/2023 to 3/10/2024

Please note this analysis is based solely on observational data and doesn't control for all potential factors that could influence marketplace metrics.

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Women Rider Preference

Completion over Offer is higher for women driver trips when having WRP filter on

Driver Completion Rate (C/R)

C/R = completed trips / total offers

Observations

- BR & MX & Aus: Women driver offers with WRP on show higher C/R than WRP off, mainly driven by higher AR
- CAN: No big difference in C/R between WRP and non-WRP trips

[Source](#)

Data: 7/4/2023 to 3/10/2024

Please note this analysis is based solely on observational data and doesn't control for all potential factors that could influence marketplace metrics.

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Churn Recovery: user

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UBER_JCCP_MDL_003041281

Rider Side: on by default when you sign up and declare Women / Non Binary Gender

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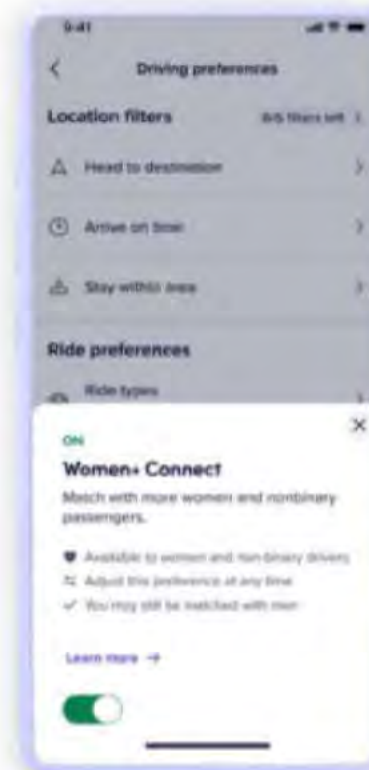
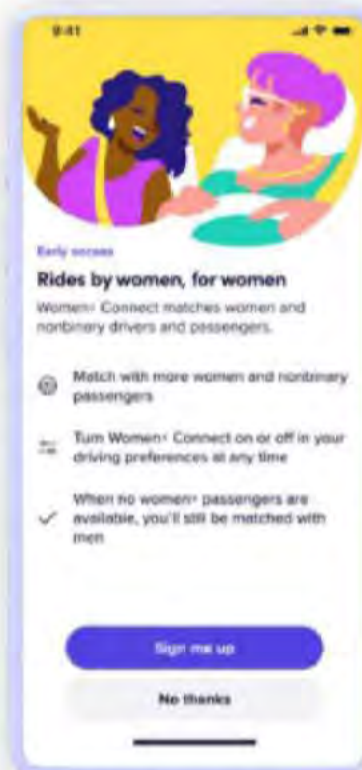
Lyft's Q4,2023 Earnings

Women+ Connect Expands

This highly-requested feature prioritizes matching women and nonbinary drivers and riders. The response since the initial launch in September 2023 has been outstanding:

- 67% of eligible drivers have opted in to Women+ Connect.
- Drivers using Women+ Connect keep the feature on 99% of the time.
- Women+ Connect is one of our highest-rated driver features.
- Nearly 7 million Women+ Connect rides have been completed to-date.

Starting today, Women+ Connect is available in all Lyft markets across the U.S.



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Executive Summary

→ What happened since October '23?

REDACTED - PRIVILEGED
REDACTED - PRIVILEGED

- Benefits for Uber: Launching Women Preferences is a long term play (safety→ women driver growth). In the near horizon these products build towards our women safety narrative (closing a big gap vs competition so we continue to lead on safety across all fronts), longer term these address the primary barrier from prospective women drivers (sexual assault/harassment) .
- Benefits for our users: Giving the option to women to choose to ride with other women could positively impact SA/SM IR in US (women are more likely than men to report a SA/SM incident, whereas men are more likely to be the reported against party).
- Next steps: We recommend moving forward with a pilot for hard filters (starting with markets where we have higher density of women drivers) **REDACTED - PRIVILEGED** they...
- ◆ Are strongly preferred by women riders/drivers
 - ◆ Will have lower impact to the broader marketplace
 - ◆ Offer greatest differentiation against competition

Research and data explorations signal hard filters as the best option for our users and Uber

(guaranteed match)

- Rider use case: Night out
- Driver use cases: Late night or trips to unknown locations

- Rider-facing filter: Longer ETAs leading to worse reliability (Reserve would be a mitigator).
- Driver-facing filter: Higher AR, but no impact marketplace due to low % of women drivers.

REDACTED - PRIVILEGED

- User value proposition: They do not address the core safety needs (concerns with driver/rider).
- Feasibility: We would not be able to fulfill user expectations of frequency of matches.
 - ◆ Riders expect to be matched at least [REDACTED] trips with a women driver [REDACTED] vs baseline).
 - ◆ Drivers expect to be matched at least [REDACTED] trip with a women rider
- Marketplace impact: Soft filters would have greater marketplace implications due to an expected higher adoption.

WRP and WDP hard filters will have the biggest reputational impact, and be less damaging to the marketplace due to lower opt-in, but come at a higher legal risk

<div> <div></div> Positive impact <div></div> Neutral impact <div></div> Negative impact </div>	Rider facing		Rider/Driver facing	Driver facing
	Hard Filter on Demand	Hard Filter (Reserve)	Soft Filter	Hard Filter <i>Currently live in other regions</i>
Marketplace				
Legal				
Comms + Marketing				
Policy				

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Consolidated Legal and Policy analysis

REDACTED - PRIVILEGED

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Slide 549 Comments

- 1 Note: these 3 slides are intended to assess WDP/WRP together. Feel free to move them wherever they fit best.
Daniel Kolta, 4/24/2024 07:56 PM

REDACTED - PRIVILEGED

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UBER_JCCP_MDL_003041290

REDACTED - PRIVILEGED

Slide 551 Notes

REDACTED - PRIVILEGED

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Policy remains neutral on US launch. If proceeding, we recommend launching a pilot in progressive cities and states, post Presidential election.

Most significant risks:

1. **Inclusive design will likely incite culture wars**
 - Intentionally designed to be **non-binary and trans inclusive**, the product may be used as a **flashpoint in certain states** (e.g. Florida)
 - Launching in **conservative states**, may lead to **reactions from policy actors** (e.g. letters, media engagement, regulatory friction)
2. **The US election has implications for launch and rollout**
 - Given potential for Uber's to be brought into culture wars, **launching post US Presidential election is recommended**
 - The election of a **Trump administration** may **present further risk**, especially if product is rolled out nationally

Other challenges:

- Path to **national expansion** remains challenging
- **Policy actors** may **question Uber's general safety**
- **Soft-filters** may lead to **questions** about whether the product is **actually effective**

Opportunities:

- Piloting in **progressive states** is a **safer option**
- **Lyft** laid track with advocates, including **civil rights organizations**
 - The **Human Rights Campaign** endorsed **Lyft's product**
- Although safety advocates in the US have not pressured Uber for this product, we are **confident we can land a pilot where promoters outweigh detractors**

Slide 552 Notes

Policy remains neutral on US Launch. We are prepared to support the business decision on WRP/WDP, but have recommendations on type of launch, timing, and locations. This slide outlines how and why we came to this position:

Most significant risk is non-binary trans inclusive nature of the product, note we do not recommend the product be adjusted in anyway to compensate for this.

Other challenges are more manageable but include:

- **REDACTED - PRIVILEGED**
- Whether the product would lead to questions of Uber's overall safety from KOFs, regulators and policy actors. KOFs, regulators, policy actors may raise questions around whether a product like this is needed because **Uber is not safe** for women and non-binary folks. Especially given media coverage of Uber and sexual assault, safety reports, lawsuits etc.
- Whether soft filters would raise questions about the usefulness or effectiveness of the product

Opportunities:

- Piloting in **progressive states safer option**
- **Lyft laid track** with advocates
 - The **Human Rights Campaign** endorsed Lyft's product.

Proposed next Steps by Product

For Earners



Launch Driver-facing Hard Filter (WRP) in the US: Early H2/24

- Option earners value most for Safety + Better product compared to Lyft;
- Proven approved product by Women Earners in other markets;
- Aligned with Women Earner Workstream;
- Low complexity / can launch fast;
- Expected lower impact in marketplace.

For Riders



Pilot: Rider-facing Hard Filter in High Supply US Cities in Q4/24

- Option riders value most for Safety + Better product compared to Lyft;
- Pilot Goal: Validate public perception, demand/supply levels and general marketplace impact;
- Launch Pilot with On-Demand UberX + UberX Reserve Options;
- City Criteria: Demand/Supply ratio [REDACTED]
- 79 cities are candidate, with 12% of trips (*Las Vegas, Houston, Phoenix, Atlanta + small cities*)

Proposed next Steps

Launch WRP Pilot in the US - Early H2

- Relative lower risk
- Low complexity / can launch fast
- Lower impact in marketplace
- Proven approved product by Women Earners in other markets
- Aligned with Women Earner Workstream

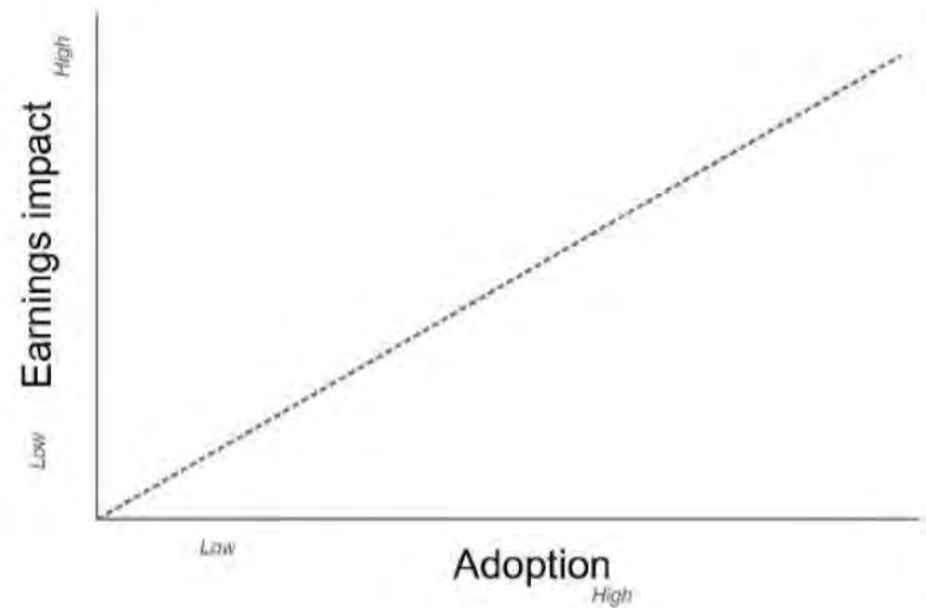
WDP Pilot in high supply cities for H2

- Criteria: Demand/Supply ratio [REDACTED]
- 79 cities (Las Vegas, Houston, Phoenix, Atlanta + small cities)
- 12% of US trips

Considerations for hard filters

As adoption goes up, if we don't grow women supply at a similar rate marketplace metrics will degrade→ Pricing levers needed to balance

As adoption goes up, impact on earnings will be greater as we will have more drivers competing for the same trips



Women Rider Preference

April 25th Sync

Uber Women Rider Options

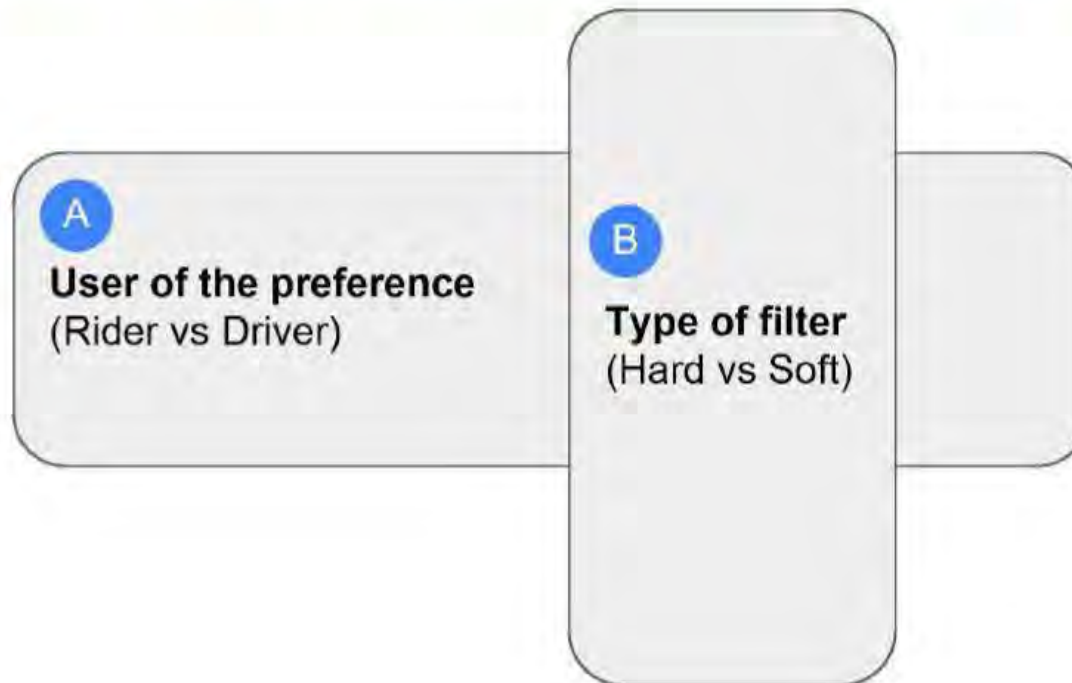
55b

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Women-to-Women Ride options

There are 2 main components that determine the types of options explored



What we will explore

- User Research Insights
- Data Insights
- Consolidated Legal Analysis
- Policy & Comms POV
- Product Recommendations

Executive Summary

Why this is important:

- **Leading on Safety:** Top request from Women Earners and Riders to help alleviate Safety concerns over Rider/Driver behaviour. Competitor in many markets (Lyft, Bolt) have already launched a product to solve for this concern.
- **Positive impact on Women Supply:** Safety is a key priority for Women Drivers , on par with Earnings. Drivers say they would drive more if they had the option to turn on/off in stressful situations.

For Women Riders → Hard filter recommended (including Reserve)

- Women riders prefer a guarantee match and would be willing to wait at least [REDACTED]
 - Use case: Late night / bar trips (if no immediate safety need to leave current location)
 - Trade-offs: Imbalance of women rider to driver ratio would lead to longer ETAs. Poland pilot and 45-30 min Reserve Simulations demonstrate that this would be a feasible option.
- For Soft Filter riders expect in this case to be matched at least [REDACTED] trips with women driver
 - Use case: Riders would likely leave it always on (perception is that ETAs and pricing would be like UberX)
 - Trade-offs: Could have greater marketplace implications due to higher adoption.

For Women Drivers → Hard filter recommended

- Drivers prefer a guarantee match for vulnerable situations like night trips or trips in unknown areas.
 - Trade-offs: No negative impact to marketplace due to low % of active women drivers. Current WRP data demonstrates good Driver adoption and positive impact on Acceptance Rates.
 - A Soft Filter would be better than not having any filter, however, value prop is not clear for drivers.

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Women Rides Options

1

Women-to-Women Ride options

For Riders



For Earners



What we will explore

Hard Filter vs Soft Preference

User Research Insights &
Product Recommendations

Legal, Policy, Comms POV

Data Insights

Consolidated Legal Analysis

Slide 559 Comments

- 1 @jlunsford@uber.com
Hey john, if you could take a last pass at this content before the Sachin meeting tomorrow, that would be great, tks!
Assigned to jlunsford@uber.com
Mariana Esteves, 4/25/2024 01:24 AM

Executive Summary

Women Driver Preference

- Riders prefer a guarantee match when driver is a concern, especially for late night / bar trips. If guaranteed a woman driver, riders are willing to wait at least [REDACTED].
- Soft Filter matching expectations are high: [REDACTED] trips, and Riders would like to leave it always on, generating greater marketplace implications.
- A Pilot in Poland and 45-30 min Reserve Simulations demonstrate that Hard Filters are feasible. We recommend building a hard filter for women riders considering integration with Reserve matching.

Women Rider Preference

- Drivers prefer a guarantee match for vulnerable situations like night trips or trips in unknown areas. A hard filter would alleviate safety concerns for these situations. A Soft filter would be used more for an overall increased ambient safety, but too ambiguous for concrete concerns.
- WRP data demonstrate good Driver adoption and positive impact on Acceptance Rates.
- We recommend launching a hard filter for women drivers.

Women Riders

Soft Preference vs Hard Filter

- UXR Insights & Product Recommendation
- Legal, Policy, Comms
- Data: Poland example + Reserve Simulations

User Research Insights Summary | Women Rider US

Riders prefer a guarantee match when driver behavior is the concern, especially for late night / bar trips

When concerned about **Driver interaction**, riders favor Hard Filter and are **ok with additional wait times (up to [REDACTED])** (x% of women riders would use it for late night/weekend trips - which is [REDACTED] of all trips)

When **situational safety** concerns are higher, Riders want **fast matching**.

Soft filter is seen as an improvement on current matching ; **Hard filter** is a new product to be weighed against other offerings.

Soft Filter **matching expectations are high: [REDACTED]** trips, and Riders would like to leave it **always on**.

Reserve use case has the lowest adoption.



User Research Insights - Women Riders

US

Women Riders prefer Hard Filter when concerned about Driver

A woman Driver is desired when the concern is related to the Driver

When driver concerns are higher than situation concerns, riders favor: Hard filter for driver assurance, is ok with longer wait times.

Reserve is possible but increased cost can be an issue.

When the safety concern is situational or environmental, fast matching is preferred

For when Uber is the safest option, Women prefer to leave as soon as possible and prefer:

Soft Preference for fast booking, lower wait time than hard filter, and no Reserve.

Hard Filter is seen as a new product, while Soft Preference is perceived as an improvement in matching

Hard filter a new product to be weighed against other offerings.

Reserve had smallest support due to both additional wait time and additional cost.

Men caretakers of female family members preferred hard filter.

Methodology: 50 Riders US - Survey / Audio responses

Uber | User Research Insights

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User Research Insights - Women Riders

US

Hard filter would be used mostly at night and users are willing to wait [REDACTED]

Late night social events, late night after work & bars

Opting for a Women Driver would be mostly used in these situations when Women Riders might feel more vulnerable.

Early morning flights ranked lowest among situations.

[REDACTED] would wait extra up to [REDACTED] more to get a Women Driver

[REDACTED] said they would wait at least [REDACTED] for a Women Driver.

[REDACTED] said they would not wait any extra time.

Reserve is not common and additional cost impact on adoption

Only [REDACTED] plan ahead rideshare use. But [REDACTED] could think of a situation for reserving a women driver.

Users see Reserve and Hard filter as very similar given the additional wait time.

Methodology: 50 Riders US - Survey / Audio responses

Uber | User Research Insights

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User Research Insights - Women Riders

US

Soft Preference would be always "on"; expectation of increased matching is [REDACTED] trips

1 Soft Preference would be used as regular setup, but expectation of matching is high [REDACTED]

Most Women Drivers said they would expect an increased match with Women Drivers of higher than [REDACTED] of their total trips (our current avg is [REDACTED]).

Expectation is that wait time won't be higher

They would rely on the preference to match "when possible" but would not want to wait more.

Women also see this option as a way to "support women earners".

Overall, getting matched with women drivers makes women riders feel more comfortable

Supporting more women drivers on the platform.

Ideally, Women Riders want both options, given they support different types of concerns

Methodology: 50 Riders US - Survey / Audio responses

Uber | User Research Insights

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Slide 565 Comments

- 1 the key point that came from user input is that for improving matching the expectation of making good on that promise is high [REDACTED], but as a feel good measure we can expect that expectation is much lower
John Lunsford, 4/25/2024 06:23 PM

User Research Insights

3

Gender Inclusivity & Discrimination concerns (both Riders & Drivers)

Tension on how inclusive this feature should be

Ideal solution to avoid
cancellations would include clear
options to choose from:

1. Both Women and
trans/nonbinary (default);
2. Only women Riders/Driver;
3. Only trans and NB
riders/drivers

4

Users want Uber to verify gender of other party

Both Riders/Drivers want the
other to be verified, not just self-
declared. But think self
declaration is enough for them
personally.

Most agree that self declare
only would be the most
equitable.

Expected concern over Men Drivers' reaction

They will see it as being
'denied' extra earning
opportunity.

Drivers want proof that the
above isn't happening.

Slide 566 Notes

Self identification + ID checks + liveness..

Slide 566 Comments

- 1 @jlunsford@uber.com to review this and see what else should we add as an insight
Reassigned to jlunsford@uber.com
Mariana Esteves, 4/25/2024 06:12 PM
- 2 _Marked as done_
@mariana.esteves@uber.com Took a pass, feel free to consolidate if you think it's too wordy.
John Lunsford, 4/25/2024 06:10 PM
- 3 _Re-opened_
John Lunsford, 4/25/2024 06:12 PM
- 4 @mariana.esteves@uber.com added this , feel free to edit.
John Lunsford, 4/25/2024 06:24 PM

WIP - needs
policy review

Women Driver Preference

Legal, Policy, Comms Considerations

WDP Hard Filter on
Demand

WDP Hard Filter with
Reserve fee

WDP Soft Preference

Legal Risk

REDACTED - PRIVILEGED

Policy

Comms

Uber by Women in Poland: positive reception & expected supply challenges

Cities live: Warsaw and Krakow

Women Earner Supply available: [REDACTED] of Active Drivers

Rider experience: A separate product priced on par with UberX, visible to Riders of both genders

Driver experience: Verification of gender transcribed from ID documents, opt-out is possible in the Preferences Hub.

- A Driver can cancel at pickup if the Rider is not a woman without harming her CR (*not safe to pick up*)
- UbW-specific incentives compensate for longer ETAs

Adoption

[REDACTED] of Warsaw trips;
[REDACTED] of Women Driver Trips
[REDACTED] of Women Drivers did at least 1 trip

Policy / Comms

Positive/neutral mentions in 80 top media outlets. Event with Anabel for kickoff broadcasted in one of the biggest TV stations

Highly appreciated by Govt and the police. Recently mentioned in the parliamentary session on safety in taxi business as a best practice



568

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Slide 568 Comments

- 1 @natalia.galvez@uber.com just want to confirm this is Driver Cancellations, not Rider -- it was not super clear on the Poland deck
Assigned to natalia.galvez@uber.com
Mariana Esteves, 4/25/2024 01:18 AM

Hard filter (Reserve): With [REDACTED] advance, Reserve JIT will be the only matching lever, reliability is expected to be [REDACTED]

Simulated Demand

- Current reserve demand from women riders [REDACTED]
- [REDACTED] incremental Reserve trips from women riders shifting from on-demand products and new women riders.
- [REDACTED] incremental Reserve trips from new Uber riders
- Take a [REDACTED] haircut due to constraints to [REDACTED] lead time.

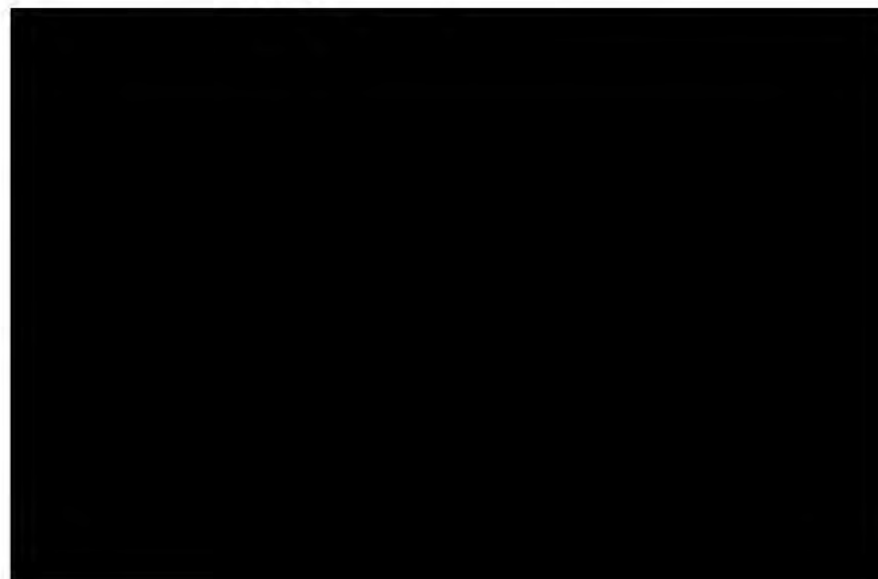
Simulated Supply

- If we constraint lead time to [REDACTED], the only matching lever will be Reserve JIT.
- Reserve JIT drivers are [REDACTED] of mobility drivers. We have [REDACTED] mobility women drivers which means Est. supply: [REDACTED]

Reliability on the basis of Demand/Supply Ratio

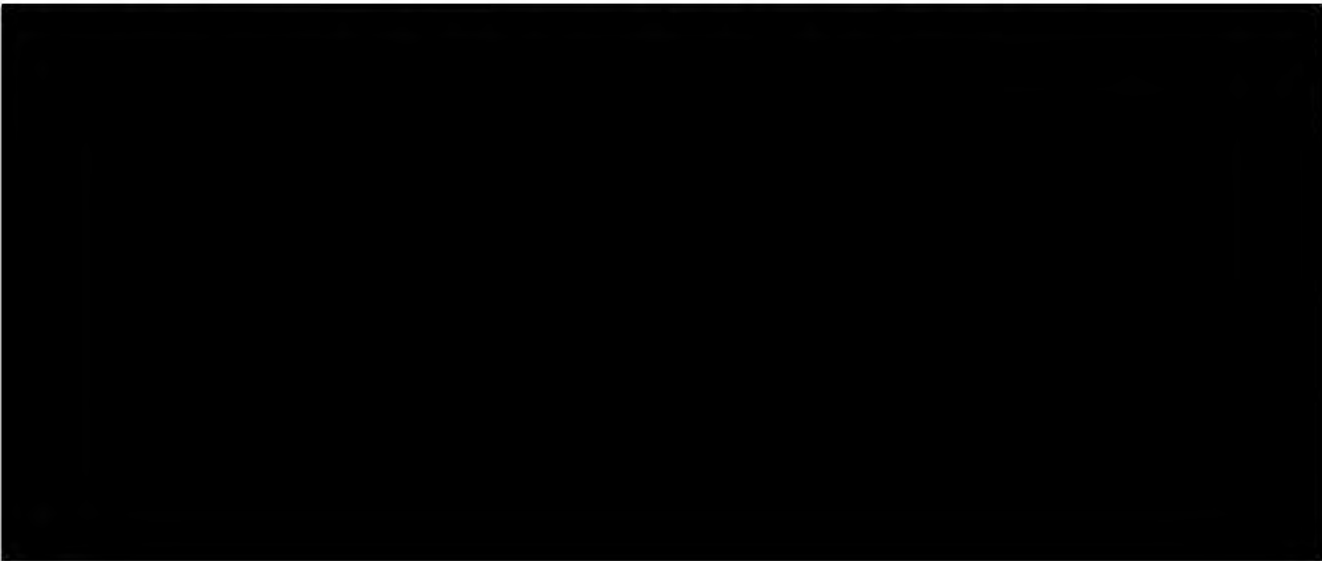
- Based on jit reliability and jit demand/supply ratio relationship, we should see [REDACTED] reliability for the low opt-in rate scenario.

Demand / Supply Ratio Scenarios for Reserve



Hard filter (US Simulation): Assuming [REDACTED] adoption (no pricing change) pickup ETA for WDP trips would directionally increase by [REDACTED] at weekend nights, with small impact to non-WDP trips

Simulation data - WDP Hardfilter (on Demand) vs UberX



Source: [Simulation Tool](#); Data used in the simulation: UberX trips and supply data during 8-9PM and 0-1AM of 6 days (Fridays and Saturdays during 3/15/2024 to 3/30/2024)

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Callouts

- **Simulated Demand**
The simulation assumes [REDACTED] of women rider requested WDP trips, which accounts for [REDACTED] of total trip requests.
- **We expect Rider Cancellations to be lower than simulated**
Riders are willing to wait more for a guarantee match (up to [REDACTED])
- **Directional only**
The simulation results should be trusted only for directional signals. The magnitude of changes may differ. An **experiment** should be conducted to measure actual impact.
- **Non-WDP requests not impacted**
Simulations show no negative impact on Non-WDP trips

UBER_JCCP_MDL_003041316

Hard filter (US Simulation): Assuming [REDACTED] adoption (no pricing change) pickup ETA for WDP trips would increase by [REDACTED] min at night

Simulation data - WDP Hardfilter (on Demand) vs UberX

Caveats

- Simulated Demand**
 The simulation assumes [REDACTED] of women rider requested WDP trips, which accounts for [REDACTED] of total trip requests.
- We expect Rider Cancellations to be lower than simulated**
 Riders are willing to wait more for a guarantee match (up to + [REDACTED])
- Directional only**
 The simulation results should be trusted only for directional signals. The magnitude of changes may differ. An **experiment** should be conducted to measure actual impact.
- Non-WDP requests not impacted**
 Simulations show no negative impact on Non-WDP trips

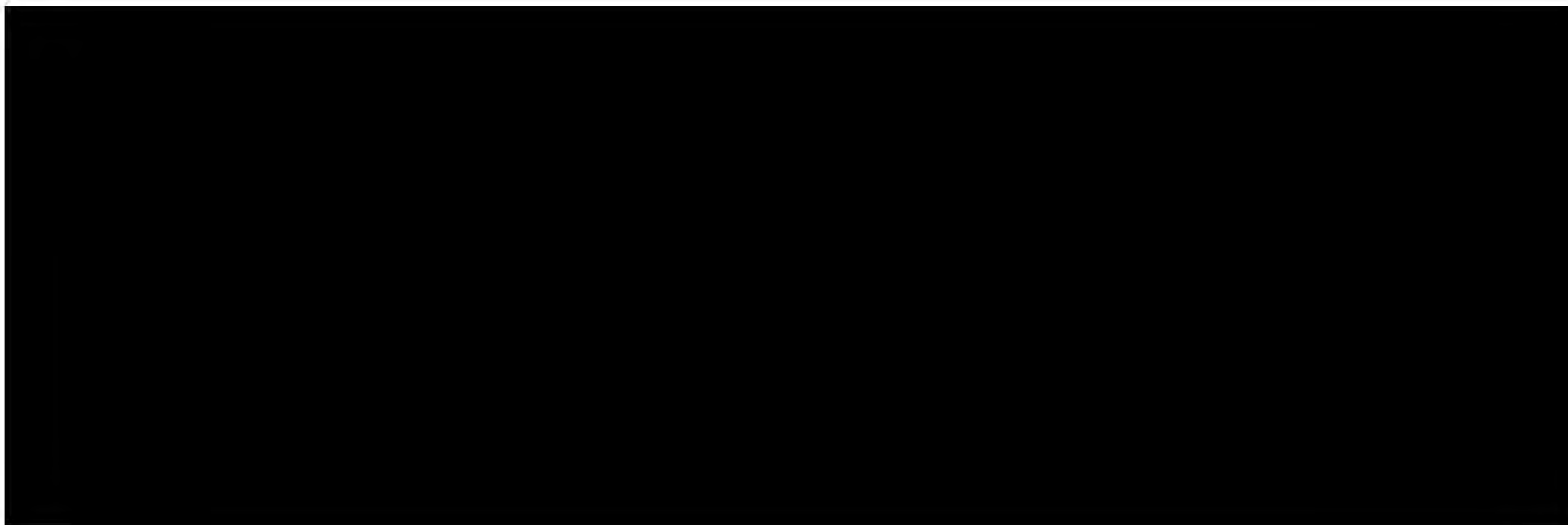
571

Source: Simulation Tool; Data used in the simulation: UberX trips and supply data during 8-9PM and 0-1AM of 6 days (Fridays and Saturdays during 3/15/2024 to 3/30/2024)

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UBER_JCCP_MDL_003041317

Hard Filter, On Demand (WDP requests simulated impact):



Note: The simulation results should be trusted only for **directional** signals. The magnitude of changes may differ.

[Source](#)

[Simulation Tool](#)

Data used in the simulation: UberX trips and supply data during 8-9PM and 0-1AM of 6 days (Fridays and Saturdays during 3/15/2024 to 3/30/2024)

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UBER_JCCP_MDL_003041318

Slide 572 Comments

1

@bajaj@uber.com @mariana.esteves@uber.com
@natalia.galvez@uber.com

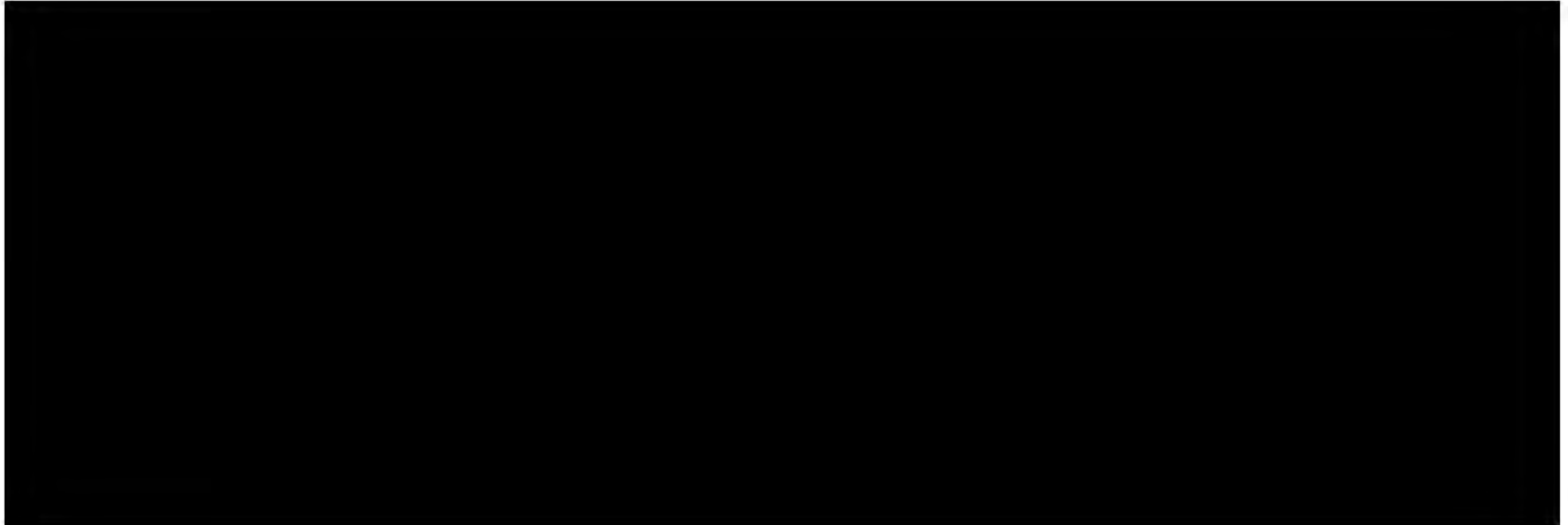
REDACTED - PRIVILEGED

Daniel Koltz, 4/23/2024 05:25 PM

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UBER_JCCP_MDL_003041319

Hard Filter, On Demand (Overall simulated impact):



Note: The simulation results should be trusted only for **directional** signals. The magnitude of changes may differ.

[Source](#)

[Simulation Tool](#)

Data used in the simulation: UberX trips and supply data during 8-9PM and 0-1AM of 6 days (Fridays and Saturdays during 3/15/2024 to 3/30/2024)

573

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UBER_JCCP_MDL_003041320

Slide 573 Comments

1 @bajaj@uber.com @mariana.esteves@uber.com
@natalia.galvez@uber.com

REDACTED - PRIVILEGED

Daniel Kofka, 4/23/2024 05:25 PM

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UBER_JCCP_MDL_003041321

Summary | Hard filter addresses more concrete Safety challenges and is expected to have a constrained impact on marketplace.

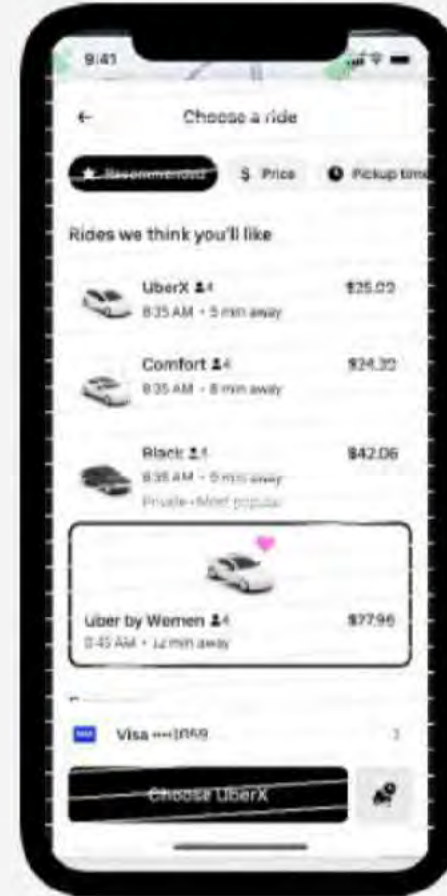
	WDP Hard Filter	WDP Soft Preference
	<i>A new option Riders can choose to be matched with a Women Driver</i>	<i>A Preference Riders turn on/off to increase the chance of matching with a Woman Driver (match [REDACTED])</i>
User Insights		
Impact on Safety concern	[REDACTED]	[REDACTED]
Use cases	[REDACTED]	[REDACTED]
Willingness to wait	[REDACTED]	[REDACTED]
Willingness to pay	[REDACTED]	[REDACTED]
Expected match	[REDACTED]	[REDACTED]
Adoption estimation	[REDACTED]	[REDACTED]
Impact on Marketplace	[REDACTED]	[REDACTED]

Option 1



WDP
as a config

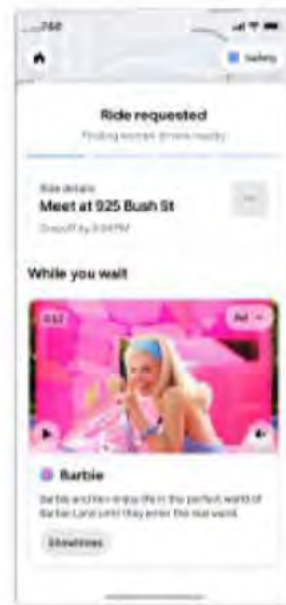
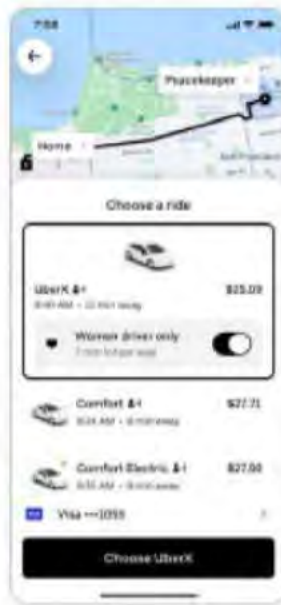
Option 2



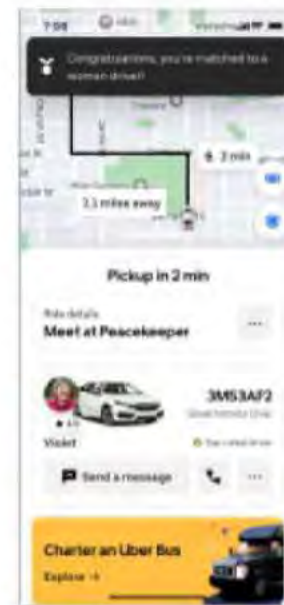
WDP
as a
separate
product

* Early Design Explorations. Design and Copy WIP

Happy path | **Woman driver available within UberX radius and accepts the offer, same pricing as UberX**



Dispatch



Enroute

** Early Design Explorations. Design and Copy WIP*

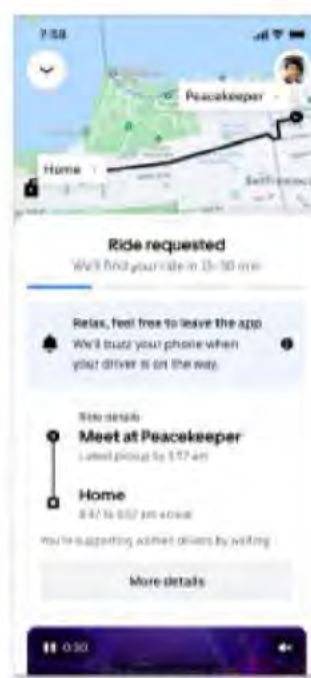
Longer ETA + New Price | **Woman driver available beyond UberX radius,** offer additional fee option; a woman driver accepts the trip.



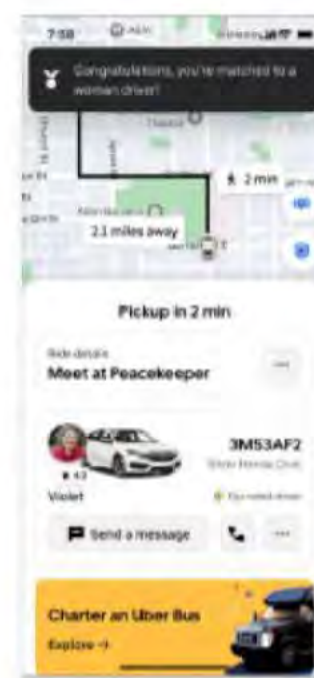
Entry point



**New Price Option
+ new ETA**



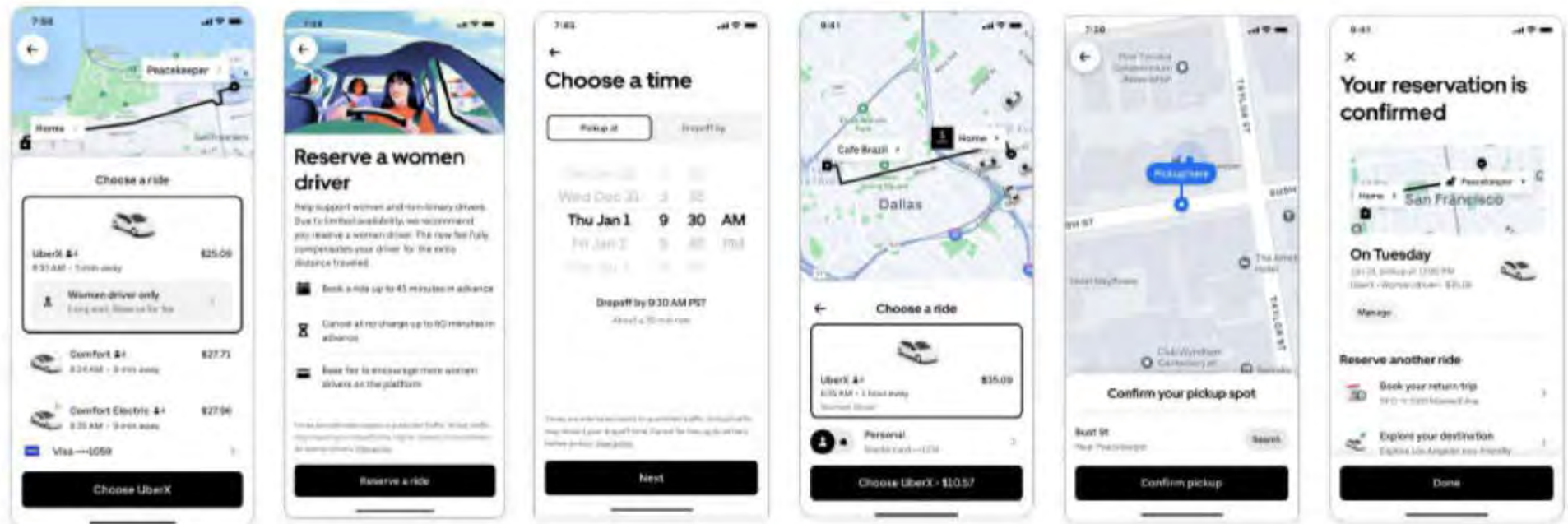
Dispatch
Inform rider about 15-45 mins wait



Happy path
A woman driver
accepts the offer

** Early Design Explorations. Design and Copy WIP*

Fallback to Reserve | If no supply , for a higher chance of match



* Early Design Explorations. Design and Copy WIP

	Women Drivers available	Extra pay?	Max ETA for Rider
Scenario 1	Woman Driver within regular UberX radius	No extra pay	15
Scenario 2	Woman Driver from Uber X+ Z miles radius Z - maximum distance the driver is willing to drive with extra pay	Need Extra pay	15-45
Scenario 3	No woman driver available		>45

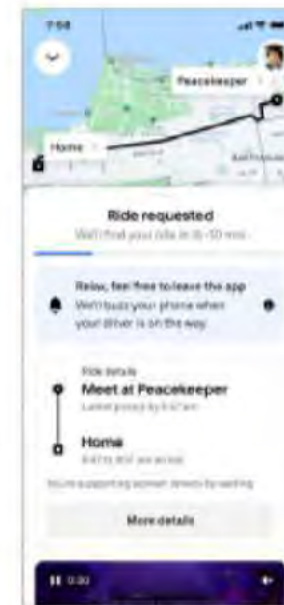
Scenario 2.1 : Woman driver available beyond UberX radius, offer additional fee option; a woman driver accepts the trip.



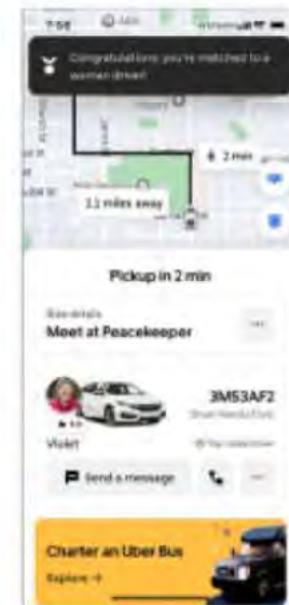
Option 1 Single
Show a single additional price option



Option 2: Multiple
Show multiple additional price options



Dispatch
Inform rider about 15-45 mins wait



Happy path
A woman driver accepts the offer

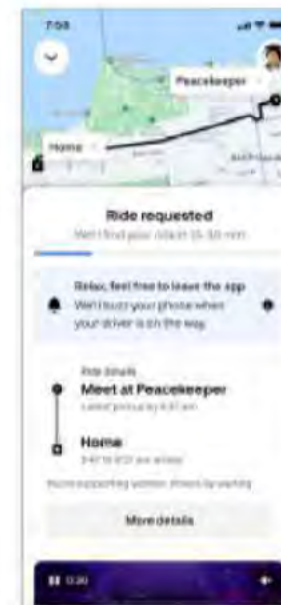
Scenario 2.2 : Woman driver available beyond additional 10 minutes radius, offer additional fee option; No woman driver accepts the trip.



Option 1 Single
Show a single additional price option



Option 2: Multiple
Show multiple additional price options



Dispatch
Inform rider about 15-45 mins wait



Unhappy path
No woman driver accepts the offer. Check if the rider wants to be matched with the nearest driver.

Slide 581 Comments

- 1 @xindeling@uber.com @anoosha@uber.com We don't want to add a discount here. Can we add a screen to ask if they want to be matched to the nearest driver instead?
Reassigned to anoosha@uber.com
Srishti Bajaj, 4/30/2024 07:31 PM

- 2 Updated
Anoosha Sajjad, 4/30/2024 07:31 PM

Rider Pilot: High supply cities with demand to supply ratio [REDACTED]

High Supply US Cities Candidates:

- **Criteria:** Demand/Supply ratio [REDACTED]
- 79 cities (Las Vegas, Houston, Phoenix, Atlanta + small cities)
- 12% of US trips
- Uber X only

Mid-High Supply US Cities Candidates:

- **Criteria:** Demand/Supply ratio [REDACTED]
- 168 cities (Miami, San Diego, Denver, Dallas, Orlando + small/mid cities)
- 49% of US trips
- Uber X only

Women Earners

Hard Filter vs Soft Preference

- UXR Insights & Product Recommendation
- Legal, Policy, Comms
- Data: Poland example + Reserve Simulations

User Research Insights Summary | Women Drivers US

Drivers prefer a guarantee match for vulnerable situations but a Soft preference would be used more often.

Drivers felt that a hard filter provided **more flexible use** without the ambiguity of the soft filter.

When **in vulnerable situations**, drivers want a guarantee match; **Soft filter** is seen as a lever for increased ambient safety.

Soft Filter **matching expectations are very high:** [REDACTED]
[REDACTED] trips, and drivers would **not leave it always on**.

General positive feedback for all options.



User Research Insights - Women Drivers
US

Hard Filter is valuable for vulnerable situations; both options can drive frequency.

Drivers want a guarantee woman match for vulnerable situations

Women drivers would like to have the women-only option in times of increased vulnerability, such as late night [REDACTED] early morning trips [REDACTED], or unknown areas [REDACTED].

Soft preference would be used more frequently, however perceived of lower Safety Value

Soft filter's infrequent or unpredictable nature is less valuable than hard filter + wait time.

Both options have the potential to increase driving frequency

[REDACTED] drivers mentioned that Hard filter would change how frequently you drive with Uber

[REDACTED] drivers mentioned that Soft filter would change how frequently you drive with Uber

User Research Insights - Women Drivers

US

Drivers are willing to wait more for a guaranteed match and value the clear expectation of Hard Filter

████ drivers would wait at least an extra █████ to get a woman rider

████ would wait extra █████ more to get a woman rider

Drivers felt that a hard filter provided more flexible use without the ambiguity of the soft filter

████ drivers would turn the feature on when needed; only █████ would have it on all the time.

Drivers want user gender in the offer card

Full transparency when a Women request is coming through and an easy way to tell that Hard Filter is enabled.

User Research Insights - Women Drivers

US

For Soft Filter, [REDACTED] drivers expect a very high women rider match rate of at least [REDACTED] trips

Drivers had very high expectations to prove success of the soft filter

[REDACTED] women drivers expect a match rate of [REDACTED] trips (our current avg is ~ [REDACTED] trips)

And [REDACTED] women drivers expect a match rate of [REDACTED] trips.

Only [REDACTED] drivers would have it on all the time

UXR indicates that [REDACTED] of drivers don't think of it as a set and forget tool, they would like to turn it on and off.

WIP - needs
policy review

Women Rider Preference

Legal, Policy, Comms Considerations

	WRP Hard Filter	WRP Soft Preference
Legal Risk	REDACTED - PRIVILEGED	
Policy		
Comms		

3

WRP Insights | Adoption is high in Latam [REDACTED] of Women accepted dispatches); Driver AR is better in most markets

of Driver Accepted Dispatches

Driver Acceptance Rate (AR)

AR = accepted dispatches / total dispatch offers



Source

Data: 6 months (7/4/2023 to 3/10/2024)

Please note this analysis is based solely on observational data and doesn't control for all potential factors that could influence marketplace metrics.

589

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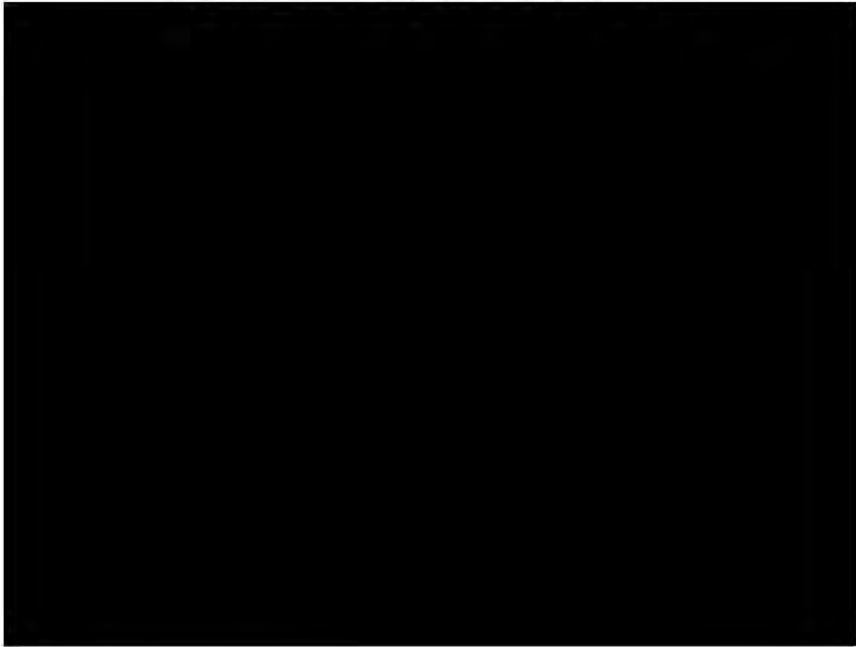
Slide 589 Comments

- 1 Added this option with adoption and AR

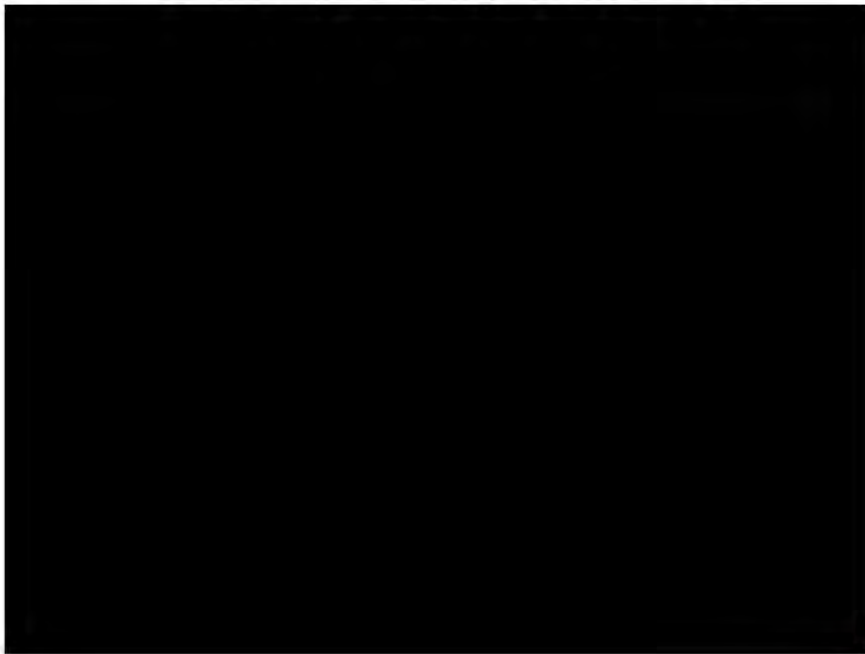
@bajaj@uber.com
Reassigned to bajaj@uber.com
Mariana Esteves, 4/25/2024 12:04 AM
- 2 updated it to # of driver accepts. it takes time to run # of trips. this should give us the same story as trips
Jianjin Wang, 4/24/2024 11:41 PM
- 3 @jianjin.wang@uber.com Let's get trips by tomorrow
Reassigned to jianjin.wang@uber.com
Srishti Bajaj, 4/25/2024 12:04 AM

WRP Insights | **WRP Hard filter is valuable, specially for early lifecycle Earners**

[REDACTED] of women drivers consider WRP an important safety feature; N = 622



Early lifecycle women drivers most likely to consider WRP as important ; N = 622



Slide 590 Comments

- 1 @jianjin.wang@uber.com Do we have data supporting this use case?
Srishti Bajaj, 4/25/2024 12:26 AM
- 2 Let's add it as a skip slide
Srishti Bajaj, 4/25/2024 12:26 AM

Summary | **Hard filter addresses Driver's safety concerns better and has lower marketplace impact**

	WRP Hard Filter	WRP Soft Preference
User Insights		
Impact on Safety concern	[REDACTED]	[REDACTED]
Use cases	[REDACTED]	[REDACTED]
Expected match	[REDACTED]	[REDACTED]
Usage estimation	[REDACTED]	[REDACTED]
[REDACTED]		
General Impact on Marketplace	[REDACTED]	[REDACTED]
Effort	[REDACTED]	[REDACTED]
Product Recommendation		

Consolidated Legal analysis

REDACTED - PRIVILEGED

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Slide 593 Comments

- 1 Note: these 3 slides are intended to assess WDP/WRP together. Feel free to move them wherever they fit best.
Daniel Kolta, 4/24/2024 07:56 PM

REDACTED - PRIVILEGED

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REDACTED - PRIVILEGED

Slide 595 Notes

REDACTED - PRIVILEGED

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Rider expectations for WDP options

	WDP Hard Filter	WDP Soft Preference
	<i>A new option Riders can choose to be matched with a Women Driver</i>	<i>A Matching preference they would turn on/off to increase the chance of being matched with a Woman Driver (Expected match 1 in 3 trips)</i>
Impact on Safety concern	[REDACTED]	[REDACTED]
Use cases	[REDACTED]	[REDACTED]
Willingness to wait	[REDACTED]	[REDACTED]
Willingness to pay	[REDACTED] [REDACTED]	[REDACTED]
Expected match	[REDACTED]	[REDACTED]
Adoption estimation	[REDACTED] [REDACTED]	[REDACTED] [REDACTED]
General Impact on Marketplace	[REDACTED] [REDACTED]	[REDACTED] [REDACTED]

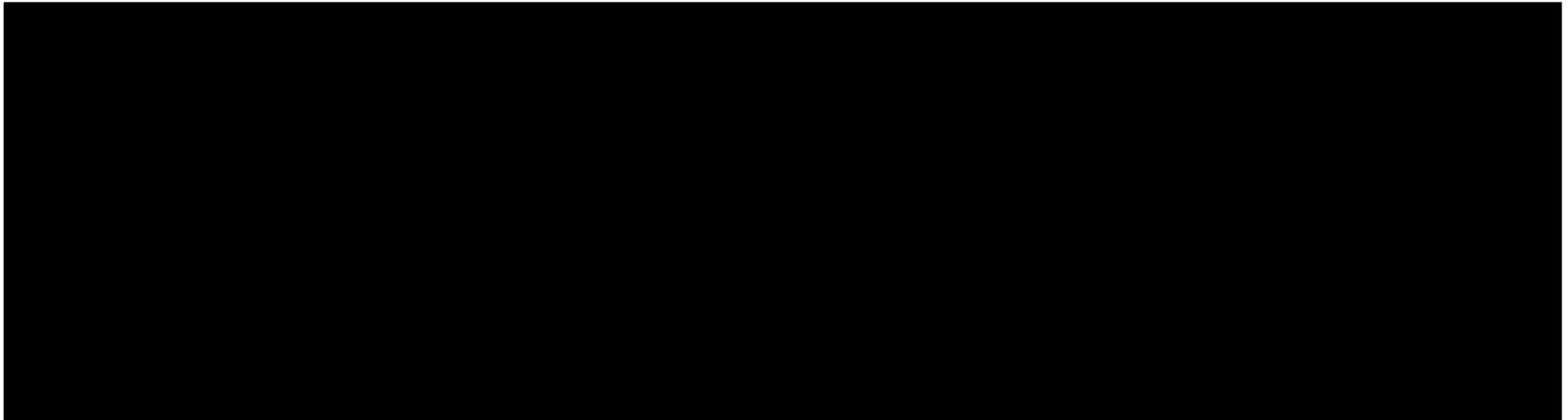
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Having a woman-filter would change how frequently drivers drive;

If they had to choose, they would use a Soft filter more often



When comparing the two options [REDACTED] drivers mentioned that they would likely use more Soft filter more, and [REDACTED] said they would use the hard filter more

[REDACTED] drivers mentioned that **Hard filter** would change how frequently you drive with Uber

[REDACTED] drivers mentioned that **Soft filter** would change how frequently you drive with Uber

User Research Insights - Women Riders

US

Rider expectations for WDP options

	WDP Hard Filter	WDP Soft Preference
Impact on Safety concern	[REDACTED]	[REDACTED]
Use cases	[REDACTED]	[REDACTED] [REDACTED]
Willingness to wait	[REDACTED]	[REDACTED]
Willingness to pay	[REDACTED] [REDACTED]	[REDACTED]
Expected match	[REDACTED] [REDACTED]	[REDACTED] [REDACTED]

Product considerations: Hard filter addresses safety concerns better and has constrained marketplace impact

	Product Recommendation	
	WDP Hard Filter	
General functionality		
Feasibility		
Adoption estimation		
General Impact on Marketplace		

Recommendation is _____

WIP

Positive impact
Neutral impact
Negative impact

	WDP Hard filter on-demand	WDP Hard filter reserve	WRP Hard Filter <i>Currently live in other regions</i>	WRP/WDP Soft filter on-demand
Marketplace	REDACTED - PRIVILEGED			
Legal				
Comms				
Policy				

A/C Privileged & Confidential

Uber| Women Rider/Driver Preference US Launch discussion

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UBER_JCCP_MDL_003041353

2 User Research Insights Summary

(50 Riders US - Survey / Audio responses)

A Hard Filter option is preferred to address concrete Safety Concerns; would be used at night and Riders are ok to wait longer

When concern is **Driver behavior**, riders favor Hard Filter and are **ok with additional wait times** [REDACTED]

When **situational safety** concerns are higher, Riders want **fast matching**.

Soft filter is seen as an improvement on current matching ; **Hard filter** is a new product to be weighed against other offerings.

Soft Filter **matching expectations are high**: [REDACTED] trips, and Riders would like to leave it **always on**.

Reserve use case has the **lowest preference** - similar to Hard Filter but with additional cost.





Slide 601 Comments

- 1 @jlunsford@uber.com
Trying to summarize the insights here, let me know what you think, is anything major missing?
Reassigned to jlunsford@uber.com
Mariana Esteves, 4/25/2024 06:11 PM
- 2 Summary is good.
John Lunsford, 4/25/2024 06:11 PM

2

Most women drivers in the US agree that WRP would help alleviate their safety concerns associated with inappropriate rider behavior

% of US current & prospective women drivers who agree WRP would...	Current Women Drivers	Prospective Women Drivers
Lessen concerns about sexual assault		

“

It would make me feel better especially when it comes to sexual harassment

Prospective Woman Driver, US

I love this idea! There are times I haven't felt safe in certain areas and **would've preferred only female riders.**

Woman Driver, US

I **would feel so much safer**, I would do more rides I **would be able to drive all night”**

Woman Driver, US

I'd have more control about of who gets in my car

Woman Driver, US

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Slide 602 Notes

We asked women for their thoughts on a Women Rider Preference tool:

“Uber could consider offering a Women Rider Preference feature that would allow women and non-binary drivers to have the option to only receive requests from women riders. This could be a feature that drivers could turn off or on at any time.”

Slide 602 Comments

- 1 Previous UXR in the US confirms xyz
Srishti Bajaj, 4/24/2024 07:40 PM
- 2 Hard filter is for specific concern like sexual assault - vulnerable situation
Srishti Bajaj, 4/24/2024 07:40 PM

2

Most women drivers in the US agree that WRP would help alleviate their safety concerns associated with inappropriate rider behavior

% of US current & prospective women drivers who agree WRP would...	Current Women Drivers	Prospective Women Drivers
Lessen concerns about sexual assault		
Make me feel like I have more control over my trips		
Make me more likely to recommend driving with Uber to women in my life		
Differentiate Uber from other providers when it comes to women's safety		
Make me feel more confident driving with Uber		
Make me drive with Uber more often / more likely to drive with Uber		

“

It would make me feel better especially when it comes to sexual harassment

Prospective Woman Driver, US

I love this idea! There are times I haven't felt safe in certain areas and **would've preferred only female riders.**

Woman Driver, US

I **would feel so much safer**, I would do more rides I **would be able to drive all night”**

Woman Driver, US

I'd have more control about of who gets in my car

Woman Driver, US

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Slide 603 Notes

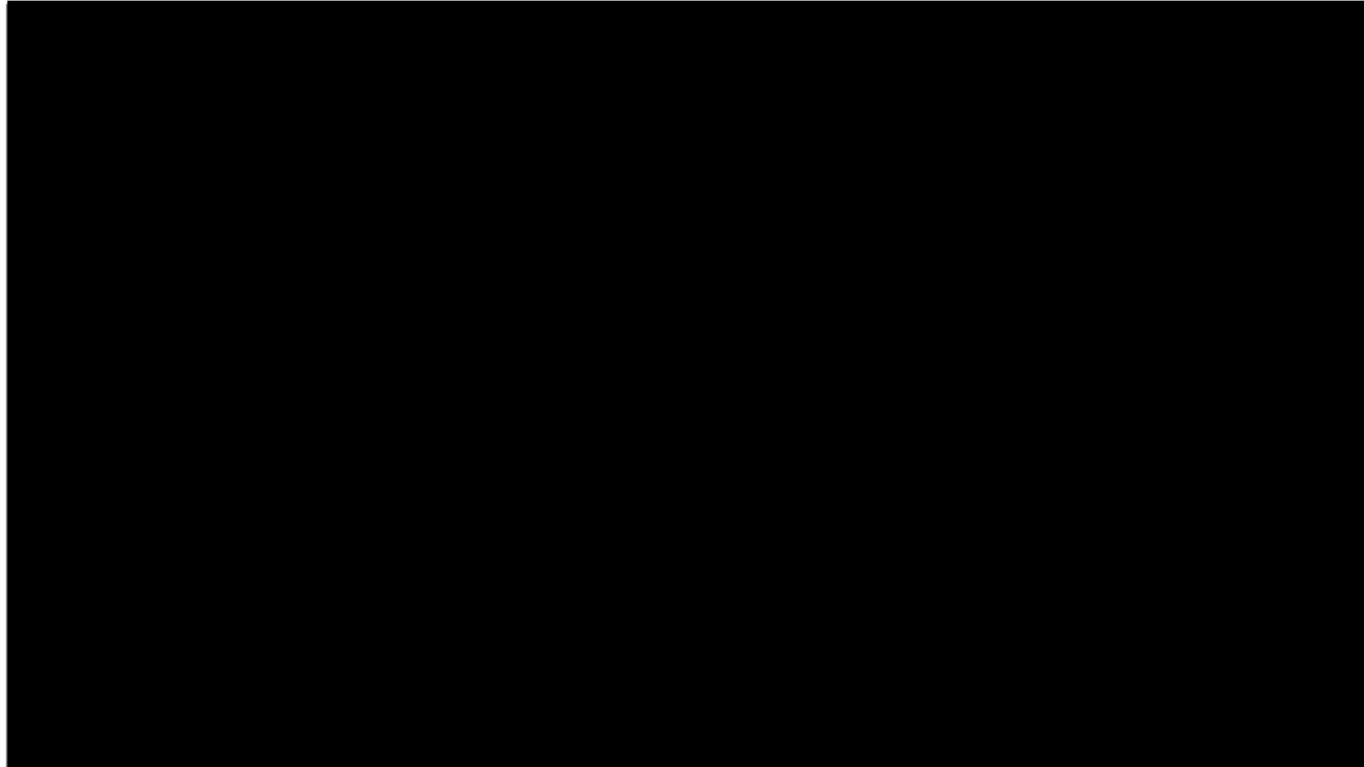
We asked women for their thoughts on a Women Rider Preference tool:

“Uber could consider offering a Women Rider Preference feature that would allow women and non-binary drivers to have the option to only receive requests from women riders. This could be a feature that drivers could turn off or on at any time.”

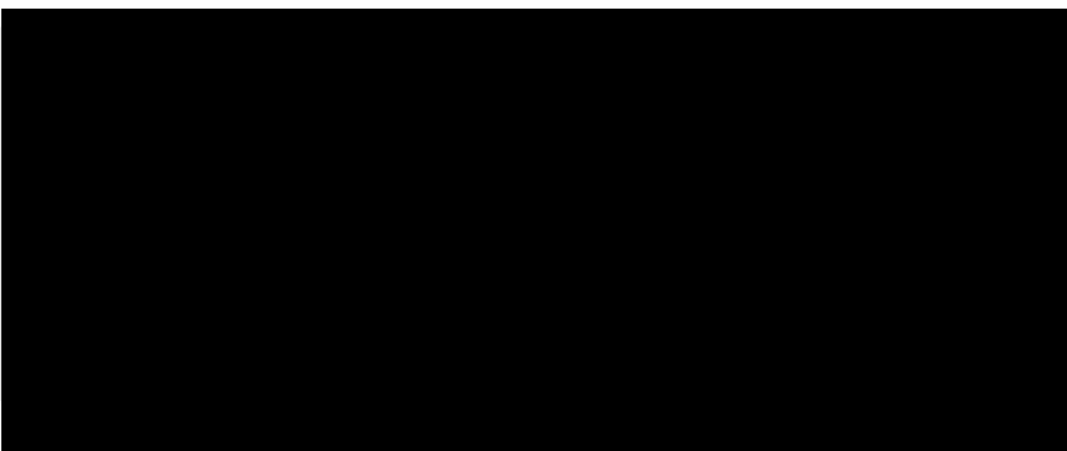
Slide 603 Comments

- 1 Previous UXR in the US confirms xyz
Srishti Bajaj, 4/24/2024 07:40 PM
- 2 Hard filter is for specific concern like sexual assault - vulnerable situation
Srishti Bajaj, 4/24/2024 07:40 PM

Hard filter was voted as the most useful feature, closely followed by Soft filter and Reserve.



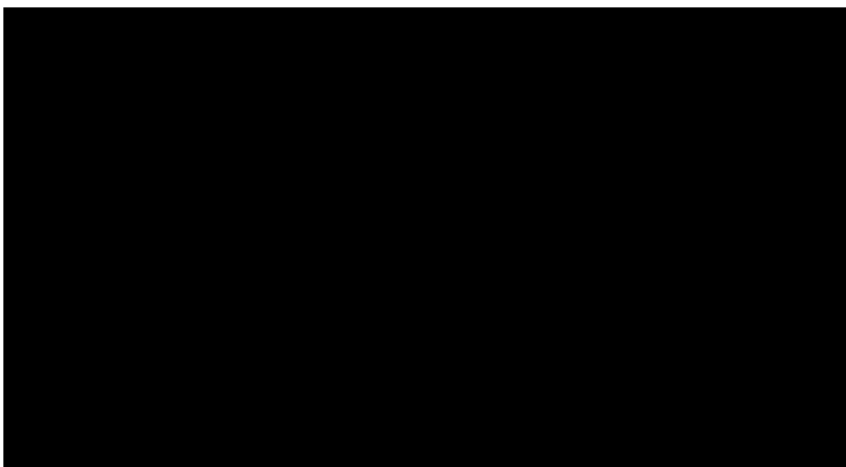
WDP - Hard Filter | Rider UXR insights









Most common use cases for the hard filter includes *late night and bar trips*.

Some other use cases are:

- Early morning flights
- Trips for younger daughters riding alone.
- Trips in new area or new city
- To and from medical appointments



 riders are willing to wait at least  to get a woman driver.

-  would wait at least  or more
-  would wait at least  or more

WDP - Soft Filter | Rider UXR insights

[REDACTED] riders would like to use the soft filter.

Primary reasons for using soft filter:


- Getting matched with women riders makes women riders feel more comfortable
- Supporting more women drivers on the platform.

The expectation for the frequency of woman driver match with WDP enabled varies significantly.

- [REDACTED] trips by women drivers
- [REDACTED] trips by women drivers
- [REDACTED] trips by women drivers

Hard Filter, On Demand (WDP requests simulated impact):

Without changing costs, at a minimum, trip completion rate will drop by [REDACTED] and request to pickup ETA increase by [REDACTED] during night time.



Note: The simulation results should be trusted only for **directional** signals. The magnitude of changes may differ.

[Source](#)

[Simulation Tool](#)

Data used in the simulation: UberX trips and supply data during 8-9PM and 0-1AM of 6 days (Fridays and Saturdays during 3/15/2024 to 3/30/2024)

607

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UBER_JCCP_MDL_003041363

Slide 607 Comments

1 @bajaj@uber.com @mariana.esteves@uber.com
@natalia.galvez@uber.com

ACP - For our analysis,

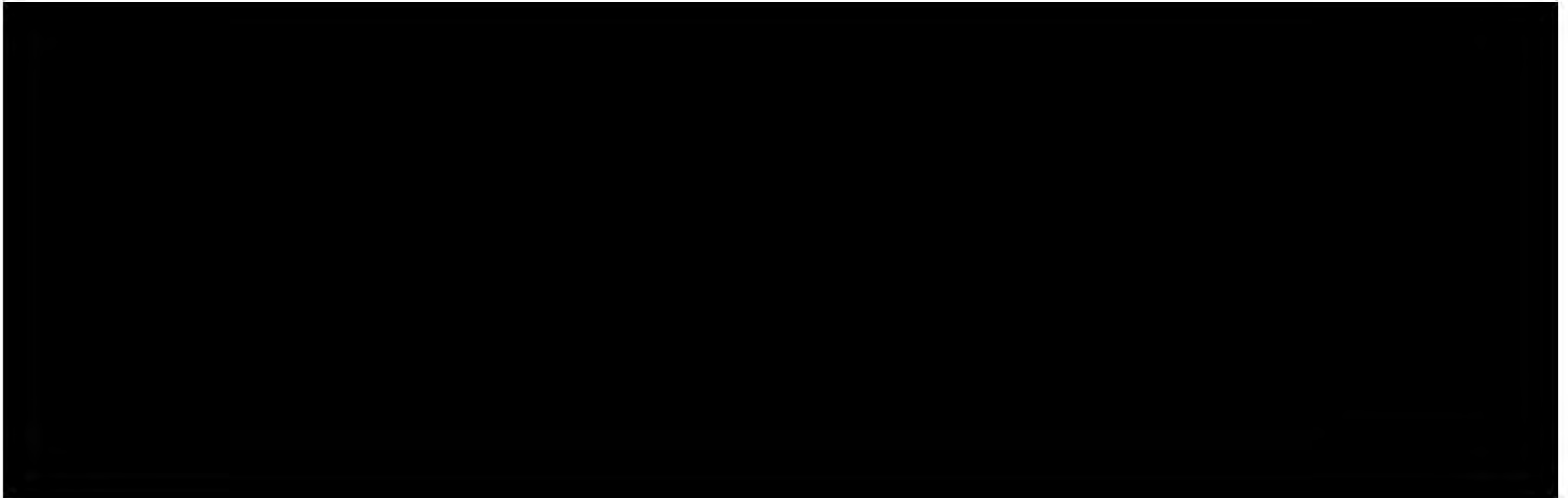
REDACTED - PRIVILEGED

REDACTED - PRIVILEGED

Daniel Kofka, 4/23/2024 05:25 PM

Hard Filter, On Demand (Overall simulated impact):

Due to expected low adoption of WDP (■■■■ of all trip requests), the overall ... during night time.



Note: The simulation results should be trusted only for **directional** signals. The magnitude of changes may differ.

[Source](#)

[Simulation Tool](#)

Data used in the simulation: UberX trips and supply data during 8-9PM and 0-1AM of 6 days (Fridays and Saturdays during 3/15/2024 to 3/30/2024)

608

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UBER_JCCP_MDL_003041365

Slide 608 Comments

1 @bajaj@uber.com @mariana.esteves@uber.com
@natalia.galvez@uber.com

ACP - For our analysis,

REDACTED - PRIVILEGED

REDACTED - PRIVILEGED

Daniel Kofka, 4/23/2024 05:25 PM

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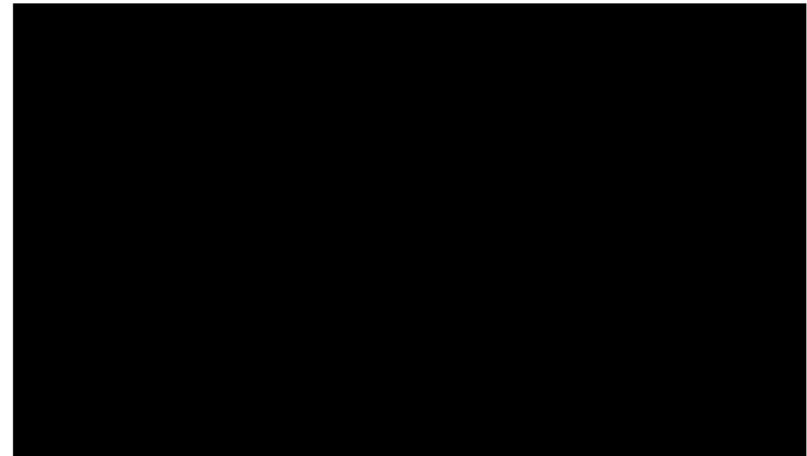
UBER_JCCP_MDL_003041366

WDP - Reserve | Rider UXR insights



riders would use Reserve trips if they can get a woman driver.

- would use Reserve as long as it's not too expensive.
- would use Reserve, even if it costs more.
- wouldn't use Reserve because of the additional cost.



of riders are willing to pay more to get a woman driver for Reserve trips.

Additional cost that would be acceptable:

- The same as the normal reserve option ()
- Flat cost of per trip
- An additional of the trip cost
- I would never use this if it cost more.

Product insights

- A hard filter will raise the bar on safety for women.
- It will allow women riders to get a woman driver when they need them the most - night trips, bar trips, and early morning flights.
- For a soft preference to have a meaningful perceivable impact, we will have to match atleast trips.
- This would imply increasing women-women match by from the current baseline of
- From a marketplace standpoint, given the current women driver supply, accomplishing a high woman-woman match rate for a Soft filter is close to impossible.
- A Lyft-version of soft filter would probably positively impact perception of the Uber brand, without making a significant dent in the women safety space.
- Given that most women riders don't plan their trip in advance, Reserve as a mental-model is not the most ideal for this product.
- It can co-exist with the hard filter, but it cannot be the only product offering.

WDP Hard Filter: supply/demand analysis

- Poland Pilot analysis
- US simulations: On Demand and Reserve

Real-life example: Poland

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Source 612
B

UBER_JCCP_MDL_003041370

US Simulations: On Demand and Reserve

Methodology, disclaimers, etc

Cities evaluated

Exec summary on findings

Recommendation on running XPs to get real data

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[Source](#)

613

[B](#)

UBER_JCCP_MDL_003041371

Reserve TLDR

Reserve Overview

- UberX has the highest reserve women driver share.
- [redacted] of UberX reserve requests are requested by women, reliability is [redacted]
- [redacted] of UberX women rider requests are currently being fulfilled by women drivers with [redacted] reliability.

WDP - Reserve

- Assuming [redacted] Reserve women riders opt-into the WDP-Reserve product, the demand to supply ratio will be [redacted]
- For the spectrum of reserve products, we have [redacted] reliability when the demand/supply is [redacted]

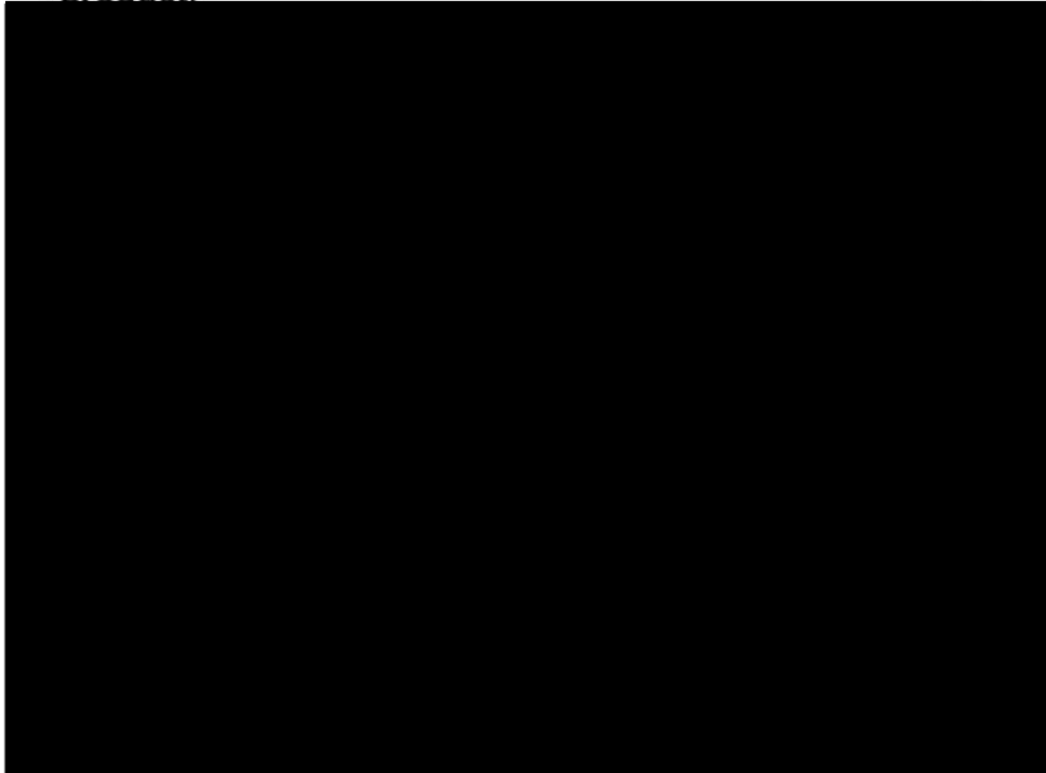
30-45 mins lead time

- If we constraint lead time to 30-45 mins, the only matching lever will be Reserve JIT (just-in-time).
- Based on JIT reliability and JIT demand/supply ratio relationship, we should see [redacted] reliability for [redacted] Reserve women rider opt-in.

Women Drive Preference - Reserve

Current State - Reserve

Women Reserve Requests & Women drivers by product.



Insights

- [REDACTED] reserve UDA (Upfront Driver Assignment) drivers are women.
- UberX has the highest reserve women driver share, making it a good candidate to launch WDP pilot.
- [REDACTED] of UberX reserve requests are requested by women, reliability is [REDACTED]
- [REDACTED] of UberX women rider requests are already fulfilled by women drivers with [REDACTED] reliability.
- Use case of women reserve rider follows the same trend as overall reserve: airport drop offs and noncore origin pickup.

615

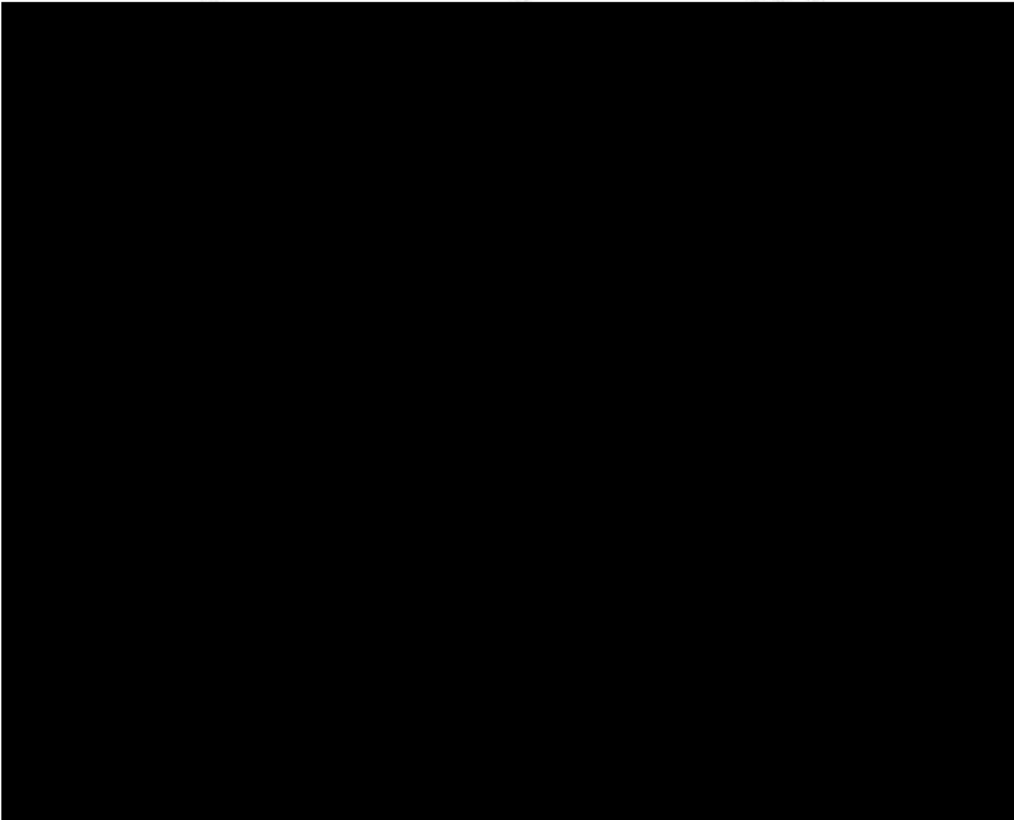
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UBER_JCCP_MDL_003041373

Women Drive Preference - Reserve

Estimated reliability for WDP-Reserve is [REDACTED]

Reliability estimation using Demand/Supply ratio



Each dot is a city-product combination.
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Assumptions

Demand

WDP-Reserve demand from 3 sources primarily:

1. Current reserve women riders ([REDACTED]).
2. [REDACTED] incremental Reserve trips from women riders shifting from on-demand products and new women riders.
3. [REDACTED] incremental Reserve trips from new Uber riders

Supply

- [REDACTED] (Upper bound) of all mobility active drivers have received at least one Reserve offer.
- [REDACTED] (Lower bound) of all mobility active drivers completed at least one Reserve UDA offer.

Reliability on the basis of Demand/Supply Ratio

- For the spectrum of reserve products, the highest demand/supply ratio for which we have [REDACTED] reliability is [REDACTED].
- This ratio indicated that we will have high reliability if Reserve opt-in is low - which is a very realistic expectation.

Source

UBER_JCCP_MDL_003041374^a

Women Drive Preference - Reserve

Constraining lead time to 30-45 mins will have decent reliability

Reliability estimation using Demand/Supply ratio

Insights

Demand

- [REDACTED] of all Reserve trips are requested from 30-45 mins and [REDACTED] of all Reserve trips are requested from 30-120 mins.

Supply

- If we constraint lead time to 30m-45m, the only matching lever will be Reserve JIT.
- Reserve JIT drivers are [REDACTED] of mobility drivers. We have [REDACTED] mobility women drivers which means Est. supply: [REDACTED]

Reliability on the basis of Demand/Supply Ratio

- Based on jit reliability and jit demand/supply ratio relationship, we should see [REDACTED] reliability for the low opt-in rate scenario.

Source

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UBER_JCCP_MDL_003041375

Women Drive Preference - Reserve

Pilot cities



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Source 618
UBER_JCCP_MDL^a_003041376

User Research Insights summary

WDP - Hard Filter

- Guarantee of matching is crucial when driver - rider safety is a greater concern.
- Most common use cases for the hard filter includes late night trips, bar trips, and early morning flights.
- In such scenarios, [REDACTED] riders are willing to wait at least [REDACTED] [REDACTED] to get a woman driver.

3

WDP - Soft Preference

- For many users, the soft filter is something they'd have on all the time.
- Primary use case for using Soft-Pref:
 - Preferred when situational safety is a greater concern.
 - Overall, getting matched with women drivers makes women riders feel more comfortable
 - Supporting more women drivers on the platform.
- With WDP enabled, [REDACTED] riders expect to be matched with a woman driver atleast [REDACTED].

WDP - Reserve

- Reserve had smallest support because most users don't plan ahead.
- Reserve wait time and hard filter wait time felt the same for users and reserve costs more.
- In the US, [REDACTED] riders would use Reserve trips if they can get a woman driver.

Slide 619 Comments

- 1 Added this context @bajaj@uber.com
John Lunsford, 4/23/2024 10:45 PM
- 2 I don't think riders mentioned that the soft filter helped them with situational safety. It was a general safety perception of the feature that the riders liked.

In my mind, soft preference doesn't move the needle on safety because you can't count on it. It might help with brand perception, but doesn't do much for any kind of safety concern - be it situational or driver specific.

Am I missing something?
Srishti Bajaj, 4/23/2024 08:11 PM
- 3 the soft filter groups can be subdivided into 2 cohorts :

One group are those that either: 1) more concerned about their environment than the are the driver being an issue, 2) they are equally concerned about the environment and the driver and the ability to get out of there fast is something within their control, so prefer that to waiting or 3) their need to be in a hurry outweighs their safety concerns.

Second cohort is the one not substantially concerned about their safety: this groups would prefer to use the soft filter for the better chance to have a woman driver - but aren't so invested that they want to wait longer.

Both groups see it as an improvement on the current matching, and both groups see it as women supporting women (so do the pro-hard filter folks)

and you're correct that there's a general sentiment that the presence of the soft filter increases the feeling of ambient safety across

Slide 619 Comments (Continued)

3 both groups.
John Lunsford, 4/23/2024 10:45 PM

Rider gender verification for product access

1

For each of these options, women drivers will know that it's a Uber by Woman trip and they would have the option to cancel a trip if a woman/non-binary rider doesn't show up.

	Name inference	Self Declaration	Document verification	Open to all
How would it work?				
What are the cons? (Who are we excluding?)				
UXR Insights?				

Slide 620 Comments

1 @bajaj@uber.com
@mariana.esteves@uber.com
@natalia.galvez@uber.com

REDACTED - PRIVILEGED

Daniel Koltz, 4/23/2024 05:26 PM

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UBER_JCCP_MDL_003041381

May 8th, 2024

Data Analysis

..contd

623

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Women Drive Preference - Reserve

WDP data

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Source 624

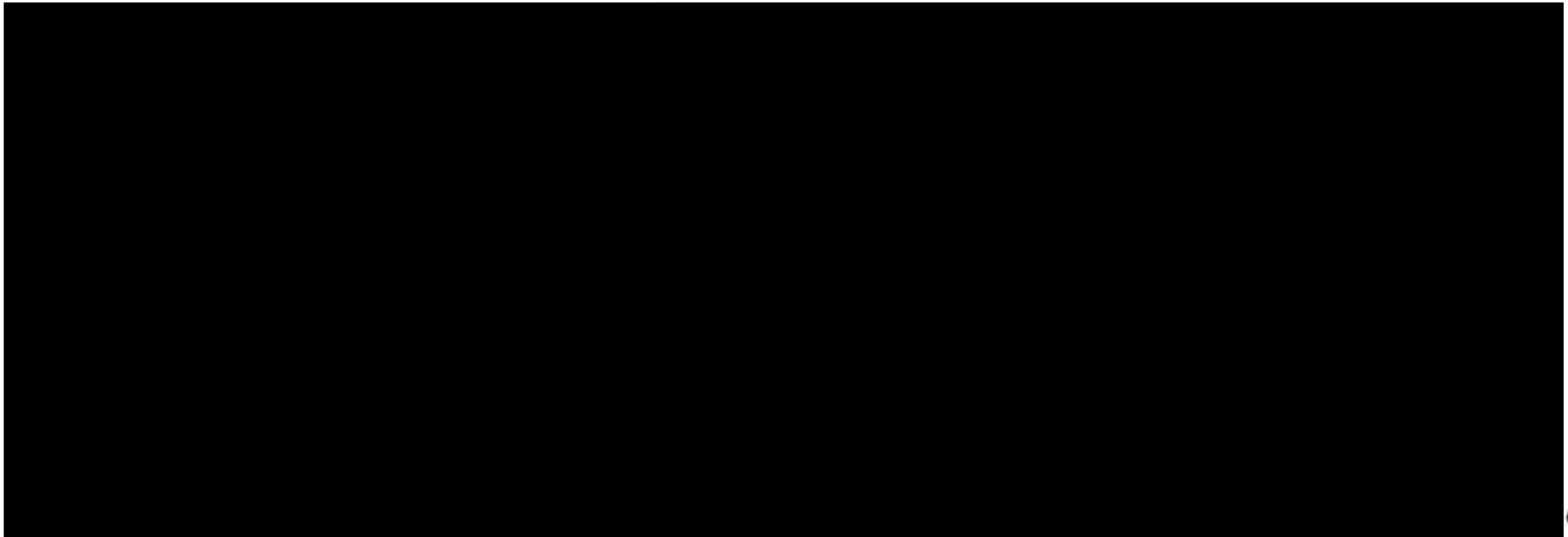
B

UBER_JCCP_MDL_003041385

Women Drive Preference - Reserve

Current State - Reserve

- [REDACTED] reserve UDA (Upfront Driver Assignment) drivers are women.
- **UberX** has the highest reserve women driver share, making it a good candidate to launch WDP pilot.
- [REDACTED] of UberX reserve requests are requested by women, reliability is [REDACTED]
- [REDACTED] of UberX women rider requests are already fulfilled by women drivers with [REDACTED] reliability
- Use case of women reserve rider follows the same trend as overall reserve: airport drop offs and noncore origin pickup.



625

Source

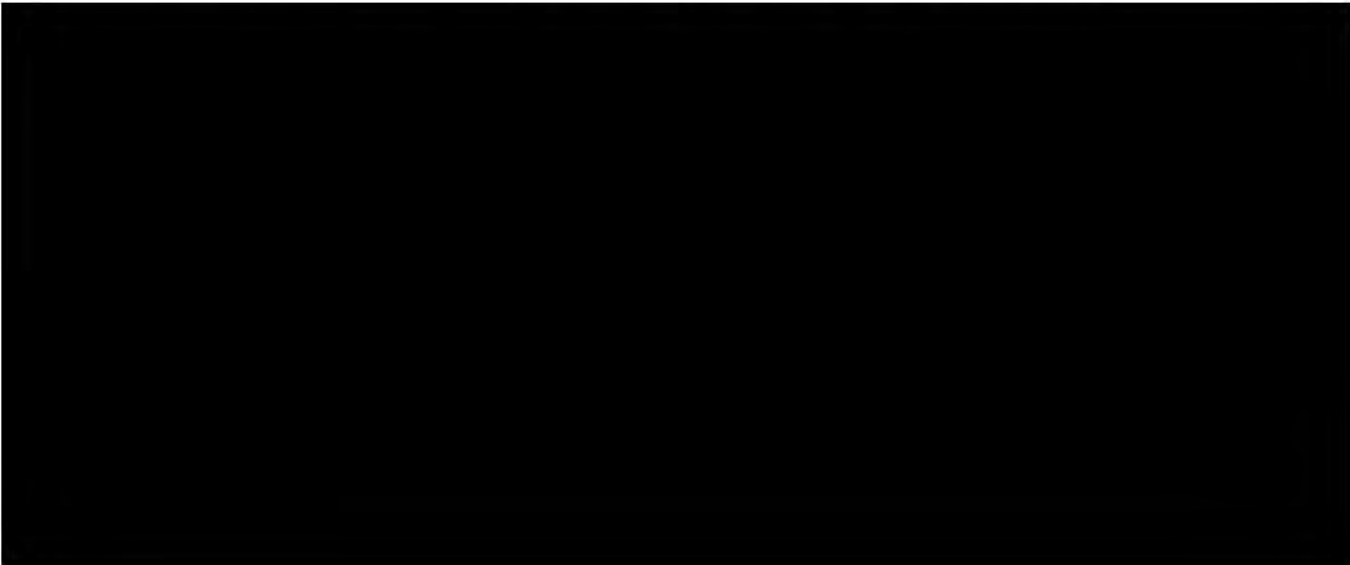
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UBER_JCCP_MDL_003041386

Hard filter (US Simulation): Assuming [REDACTED] adoption (no pricing change) pickup ETA for WDP trips would directionally increase by [REDACTED] at weekend nights, with small impact to non-WDP trips

Simulation data - WDP Hardfilter (on Demand) vs UberX

Callouts



- **Simulated Demand**
The simulation assumes [REDACTED] [REDACTED] women rider requested WDP trips, which accounts for [REDACTED] of total trip requests.
- **We expect Rider Cancellations to be lower than simulated**
Riders are willing to wait more for a guarantee match (up to + [REDACTED]).
- **Directional only**
The simulation results should be trusted only for directional signals. The magnitude of changes may differ. An **experiment** should be conducted to measure actual impact.
- **Non-WDP requests not impacted**
Simulations show no negative impact on Non-WDP trips

Source: [Simulation Tool](#); Data used in the simulation: UberX trips and supply data during 8-9PM and 0-1AM of 6 days (Fridays and Saturdays during 3/15/2024 to 3/30/2024)

Context

In 2019 we launched a driver filter (hard filter) called "Women Rider Preference" (WRP) only visible for women drivers. When women drivers turn on this filter, they only receive trips from women riders. This product is currently live in 90% of LatAm countries (including all star markets), 30% of APAC countries (including all star markets) and a handful of markets in US&C (Canada and Puerto Rico) and EMEA (none of EMEA launched markets are star markets).

→

REDACTED - PRIVILEGED

In September 2023 Lyft launched a similar product in the US called "Women+ Connect", consisting of:

- Driver facing filter (soft filter) that allows women drivers to express their preference to be matched with women riders. However, they will continue to receive trips from men riders while this filter is on as it is only a soft filter.
- Rider facing filter (soft filter) that allows women riders to express their preference to be matched with women drivers. However, they will continue to receive trips from men drivers while this filter is on as it is only a soft filter.

As a result of Lyft's launch

REDACTED - PRIVILEGED

REDACTED - PRIVILEGED

Constraints

- Rider filters - There's no off the shelf methodology that can be used to simulate or extrapolate as gender is not available in the existing simulation tools. Moreover, these decisions cannot be extracted empirically without knowing how much riders and drivers tradeoff ETA/ATR and other job properties vs Women Preference.
- Driver filters - It dangerous to extrapolate WRP LatAm and Canada's results to the US as these are significantly different marketplaces (e.g. Brazil/Canada => Seattle etc).

Approach

To inform this decision, we are combining UXR and current performance of products that have similar supply limitations instead of relying on complex simulations that will most likely be inaccurate.

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UBER_JCCP_MDL_003041388

Slide 627 Comments

- 1 add exec summary with narrative toward we need to pilot
Natalia Galvez, 4/1/2024 09:11 PM

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UBER_JCCP_MDL_003041389

Action Items	Status	ETA	Owner
Rider UXR	Readout w SK		
Earners UXR Data	Survey to be sent out	Friday 12th	John Lunsford
Lyft Additional UXR Data	Share with Tamsyn But we should check with the Marketing team on using the same route to gather Consolidate Reddit Channel / Social media feedback	Friday 19th	Srishti
Hard Filter Analysis Review (Rider)	WIP	TBD	Jianjin
WRP	Deep dive on why Cancel Rates are high and what is the meaning of C/R for this? Time of day, cancel reason, gender mismatch	General analysis done Working on cancellation deep-dive ETA Friday 12th	Jianjin
Reserve Analysis Review	Meeting next Thursday	General analysis done Working on double-click for T-45 and T-60 ETA TBD	Srishti
Design Explorations for Hard Filter	Meeting tomorrow 1. On demand flow 2. Reserve	First pass on flows TBD	Ling / Anoosha
Legal Analysis on Risk	Lets meet with Daniel on Thursday EOD	ETA EOW	
Poland Deepdive	What is Rider and Driver Perception?	completed	

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Problem we're trying to solve

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UBER_JCCP_MDL_003041391

Context

Women Earners safety concerns

Uber 1 Women Earners

630

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UBER_JCCP_MDL_003041392

Safety is a key priority for women drivers – on par or even more important than earnings potential

Importance of factors to women drivers when deciding whether to drive with ridesharing services

“

I've had bad dreams about being one of the people in the news that gets murdered [in an Uber] or disappears and gets sexually assaulted. That is my biggest fear.

Prospective Women Driver, US

When there's a stranger in your car you can never feel completely safe

Prospective Woman Driver, US

I started doing more deliveries. The promotions horrible [compared to driving]. There are financial incentives to drive at night, but as a woman, you feel less safe.

Woman Driver, US

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UBER_JCCP_MDL_003041393

Although womens' safety concerns are widespread, women are significantly more concerned than men about inappropriate rider behavior

Prospective Women Drivers (US)

2 out of 5 top concerns are related to sexual harassment & assault, and all leading concerns are related to concerns about riders

Issue	
Riders not being thoroughly verified	
Being sexually assaulted	
The rider making me feel unsafe	
Being physically assaulted or threatened	
Being sexually harassed	
Experiencing a theft or robbery	
Lack of support from ridesharing service	
Being verbally harassed	
Having to drive intoxicated riders	
Dangerous driving by others on the road	
Getting into a car accident	
Experiencing terrorism or external threats	
Being discriminated against	

Current Women Drivers (US)

The top concerns among current women drivers is insufficient rider verification, followed by **road safety**, perceived **lack of support** from Uber and fears of **interpersonal issues like theft and assault**

Issue	
Riders not being thoroughly verified	
Dangerous driving by others on the road	
Lack of support from the ridesharing service	
Experiencing a theft or robbery	
Being physically assaulted or threatened	
The rider making me feel unsafe	
Having to drive intoxicated riders	
Being sexually assaulted	
Being sexually harassed	
Being verbally harassed	
Getting into a car accident	
Being discriminated against	
Experiencing terrorism or external threats	

When driving with ridesharing services, how concerned are you/ would you be about the following? Green highlight and ▲ Indicates Sig. higher vs. Male Prospective Drivers

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UBER_JCCP_MDL_003041394

This is consistent with past research where women prospective drivers mentioned safety concerns as the #1 barrier for driving

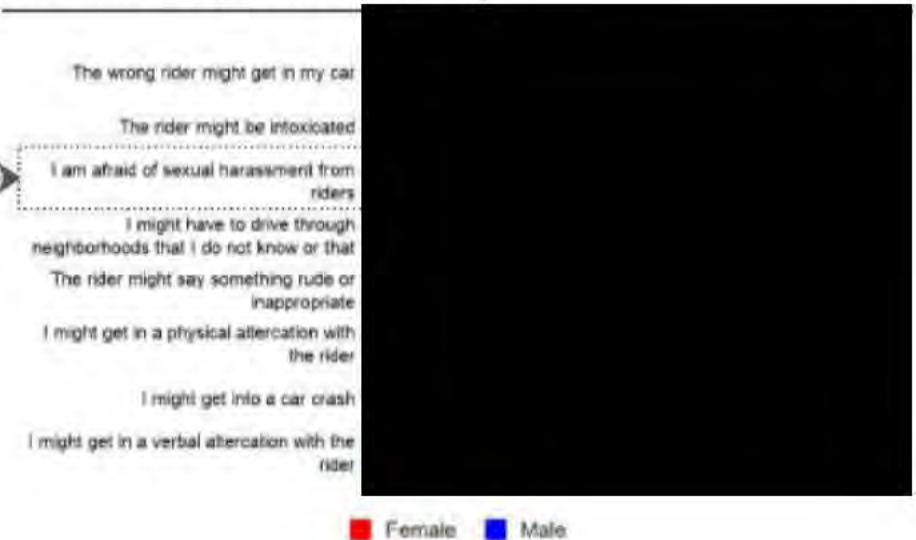
Reasons for Not Driving from prospective drivers

Q: What are your main reasons for not currently driving with ride-sharing services?
(Among "Very" or "Somewhat" Interested to Drive)



What aspect of safety concerns you the most?

Women Safety US&C 2019 Study



Source: [Women Safety US&C '19 study](#)

Uber | Best Platform for Women Earners

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UBER_JCCP_MDL_003041395

Slide 633 Notes

- Men are overrepresented in the relevant sectors of the traditional economy - we aren't amplifying the structural, economic, cultural, etc. barriers that women face in working in the transportation sector.
 - Compared to men, women drivers are more likely to be parents; more likely to be part-time driver, and provide fewer supply hours
 - On average, women drivers produce [REDACTED] of supply hours that men do
 - [REDACTED] of women are full-time drivers while [REDACTED] of men are [REDACTED] difference)
 - For women drivers, discomfort with strangers is the main barrier to start driving
 - The anxiety over who is getting in their car is fueled by physical safety concerns.
 - Current safety features (e.g. Emergency button) are well-known and appreciated, but don't address the core fear of the unknown.
 - Women are less likely to take their first trips after signing up and completing background checks.
 - The gap is even higher [REDACTED] in developing markets
 - Violence against women and girls remains a global issue; Around one third of women worldwide have experienced physical and/or sexual violence by an intimate partner; and 18% have experienced such violence in the past 12 months. In the most extreme cases, violence against women is lethal: globally, an estimated 137 women are killed by their intimate partner or a family member every day.
 - The majority of pandemic-related job losses have been experienced by women, according to a 2021 report from the National Women's Law Center. Since February 2020, the report notes, women in the United States have lost more than 5.4 million net jobs. Globally, women's employment dropped by 4.2% between 2019 and 2020, compared with 3% for men, a 2021 policy brief from the International Labour Organization found.
- 2:08
- "The pandemic had a near-immediate effect on women's employment. One in four women are considering leaving the workforce or downshifting their careers versus one in five men. While all women have been impacted, three major groups have experienced some

Slide 633 Notes (Continued)

of the largest challenges: working mothers, women in senior management positions, and Black women. This disparity came across as particularly stark with parents of kids under ten: the rate at which women in this group were considering leaving was ten percentage points higher than for men." (source)

Context

Women Riders safety concerns

Uber 1 Women Earners

63*

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UBER_JCCP_MDL_003041398

Women riders are more likely than men to be concerned about driver's behavior, in particular being sexually or physically harassed

Q21. When taking a trip with Uber, how concerned are you about the following? Women n=7104	Women	Delta vs men 95% confidence
Discomfort from behavior of the driver		
Lack of support from ride sharing platforms		
Drivers driving dangerously		
Being sexually harassed		
Insufficiently screened or dangerous drivers		
Being physically assaulted		
Getting into a car accident		
Being verbally harassed		
Experiencing a theft or robbery		
Contracting a disease		
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*"There might be times where I get a ride to avoid being out in the street to feel safer. But then the driver might look at you differently, they might make some jokes that you don't like. **You might feel uncomfortable. We realize that we're not safe, even when you're getting in an Uber.**"*

Current Rider, Brazil

*"They'll ask me what perfume I'm wearing and they'll be like, you look really nice tonight, and **[that] kind of crosses the line. ... An Uber ride should be transactional.**"*

Current Rider, US

*"If we're on a sketchy road or we seem like we're in a weird area, **my gut instinct is like, 'I hope that he's actually taking me where he says he's taking me.'*** So then, I'm much more hypersensitive of who my driver is."

Current Rider, US

UBER_JCCP_MDL_003041399

Context

What women Riders & Drivers want

Uber | Women Earners

636

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UBER_JCCP_MDL_003041400

Nearly all Riders and Drivers we spoke with strongly desire a women-only feature.

In all of our discussions with women Riders and Drivers, women organically expressed interest in having the option to filter for women Drivers or Riders, even if it means a slightly longer wait time.

“

I want a woman. It would depend as there are times I wouldn't care as much, **but sure, if the setting was on all the time then why not?** **Then I only get women drivers.** I would use [Uber] more for sure.

Current Rider, US

Both Drivers and Riders express feeling relief when matched with a woman.

Drivers

Women Drivers ultimately feel safer with women passengers, as they perceive them as less of a threat.

This is especially true at night when they feel their safety is most at risk. Drivers see male passengers who are intoxicated and coming home from a night out as the most likely to be belligerent or lewd. Picking up a woman feels like they've avoid this risk for the duration of the trip.

Riders

Women Riders' experiences mirror those of women Drivers when it comes to being matched with a woman. They feel more comfortable and safer with the expectation that a woman Driver is less likely to try to flirt with them or be otherwise inappropriate.

"Women only if you could. [Would you would you want something where you could filter out and only accept requests from women riders?] Yes... use that option maybe at night till 2-3 in the morning."

Current Driver, US

"If it was late at night, I felt a little scared, I live at home alone, I'm going home alone... it would make me feel safer to have a woman take me home, I would like that option."

"I feel safer when I pick up women passengers. I feel safer in my car."

"If I wanted to go to a club, and I were wearing something I would feel more uncomfortable while being alone in a car with a man rather than a woman..."

Current Rider, Brazil
Current Driver, Brazil

Women feel a women-only feature would need to guarantee a women match

A woman pairing preference would less attractive

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Drivers

A woman only rider feature is the top feature Drivers asked for, but they are concerned about how the app would guarantee a woman rider, given that the person who orders the Uber isn't always the person who rides.

Most women Drivers don't mind driving men passengers, but would like to have the option in times of increased vulnerability, such as at night.

For this reason, Drivers prefer a feature that can guarantee a woman passenger with the flexibility to turn on or off as desired.

Riders

Riders, similarly, want a hypothetical women-only setting to guarantee they'll be matched with a woman (rather than a setting a preference that may or may not be catered to).

Women Riders are willing to wait a little longer for a woman Driver and expect to be told what the additional wait time is, but most are not willing to pay more. In fact, Riders see a higher price tag as a "pink tax" that goes against a proclaimed commitment to women's safety.

"I seriously would be interested in a just women platform. [Women only filter?] Yes. Well, you know, my best tippers are men. So maybe [I would filter only] at night time."
Current Driver, US



"So I'm anticipating that you've filtered out that it's going to be nothing but women, but then Susan gets in a car with two other passengers that are men. Your whole purpose for filtering is so Susan doesn't catch male driver, [...] and if you want a woman, it might be 30 minutes longer wait. Then, you would be able to decide."
Current Driver, US

Current Rider, US

"I think from an Uber standpoint, they should not [charge additional for women drivers]. It should be the same rate as male drivers. Because if they care about women's

UBER_JCCP_MDL_003041403

Most women drivers in the US agree that WRP would help alleviate their safety concerns associated with inappropriate rider behavior

% of US current & prospective women drivers who agree WRP would...	Current Women Drivers	Prospective Women Drivers
Lessen concerns about sexual assault		
Make me feel like I have more control over my trips		
Make me more likely to recommend driving with Uber to women in my life		
Differentiate Uber from other providers when it comes to women's safety		
Make me feel more confident driving with Uber		
Make me drive with Uber more often / more likely to drive with Uber		

“

It would make me feel better especially when it comes to sexual harassment

Prospective Woman Driver, US

I love this idea! There are times I haven't felt safe in certain areas and **would've preferred only female riders.**

Woman Driver, US

I would feel so much safer, I would do more rides I **would be able to drive all night**”

Woman Driver, US

I'd have more control about of who gets in my car

Woman Driver, US

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UBER_JCCP_MDL_003041404

Slide 640 Notes

We asked women for their thoughts on a Women Rider Preference tool:

“Uber could consider offering a Women Rider Preference feature that would allow women and non-binary drivers to have the option to only receive requests from women riders. This could be a feature that drivers could turn off or on at any time.”

Context

What competitors have done and user reactions

Uber 1 Women Earners

641

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UBER_JCCP_MDL_003041406

Lyft Women+ Connect

2. DR on how the product works

- Launched in September, 2023
- Rider and driver facing feature that allows women and non-binary drivers and riders to prioritize matching between each other.
- If no women or non-binary drivers are available nearby, riders are matched with men.
- It's an opt-in feature.

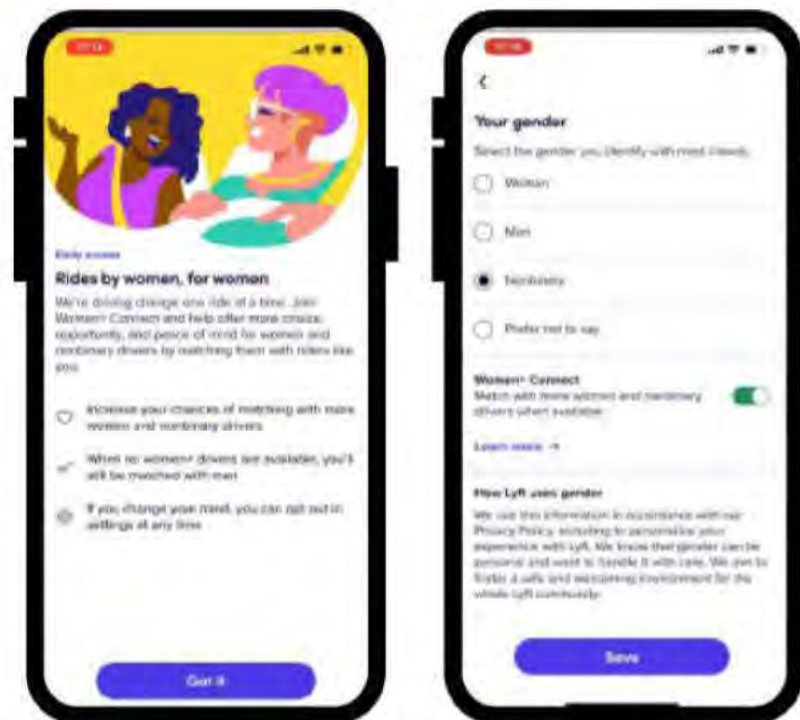
Extracts from Lyft Q4 earnings report

- Available across all Lyft markets in US
- **67%** of eligible drivers (~15% of their total supply) have opted in
- Drivers using Women+ Connect keep the feature on **99% all** of the time
- Women+ Connect is one of Lyft's **highest-rated** driver features
- **7 million** Women+ Connect rides have been completed to-date

Uber | Women Rider/Driver Preference US Launch date

- Double-digit increases in driver referrals in pilot markets

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UBER_JCCP_MDL_003041407

Slide 642 Comments

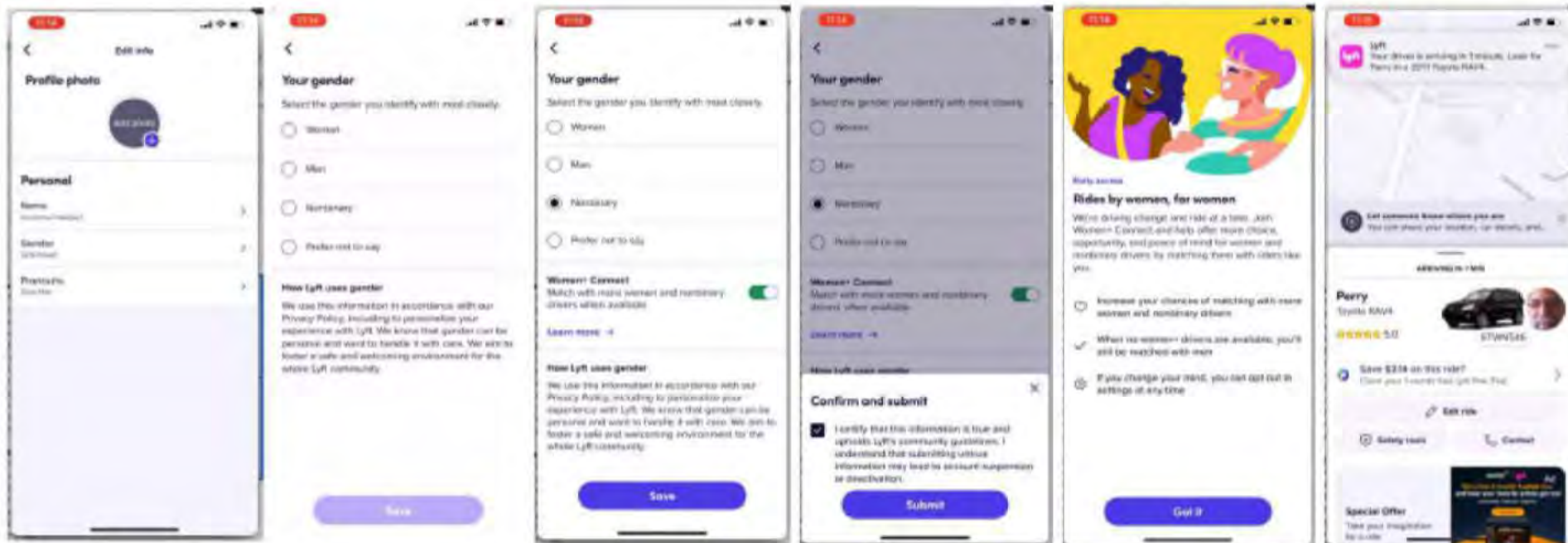
- 1 @bajaj@uber.com @mariana.esteves@uber.com
@natalia.galvez@uber.com

REDACTED - PRIVILEGED

Daniel Kolta, 4/23/2024 08:06 PM

- 2 **Noted**
Srishti Bajaj, 4/23/2024 08:06 PM

On Lyft, riders access the product by updating their gender identity in app...



New Gender entrypoint
in the Personal Info
Page

Gender is not pre-populated,
and the product is not
shown unless a woman or
nonbinary gender is
selected

Rider can easily change
gender info and enable
Women + Connect

Self-declaration
checkbox, no
verification required

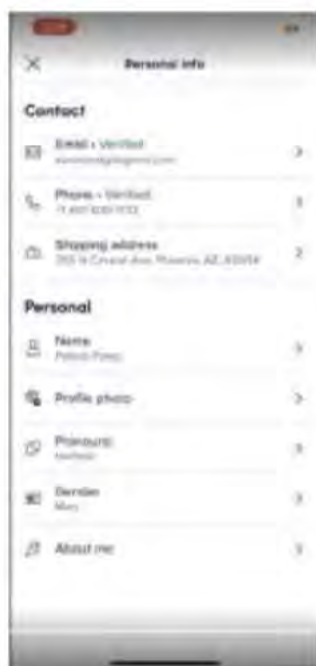
"Automatically" enables
the feature

Next dispatch had
male driver

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UBER_JCCP_MDL_003041409

.... and the same seems to be true for drivers (also noted on Lyft's blog).



New Gender entrypoint
in the Personal Info
Page



Gender pre-populated,
from driver's license,
and the product is not
shown



Driver can update or
remove their gender
information



App prompts a driver's
license scan, but driver
can circumvent by
clicking "I don't have an
ID that matches my
gender"



Driver is asked to self-
attest but seems to face
no further friction.
Note: didn't update
gender, we were relying
on an employee's
production account and
didn't want to risk
deactivation



Gender update seems to
have been processed

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UBER_JCCP_MDL_003041410

Market Research

We conducted a survey among Lyft riders & drivers in the US to gain insight into their perceptions of Women+ Connect

Objective

The primary goals of the survey were to:

- Understand the feature's potential impact on **safety sentiment, brand perceptions** and **usage**
- Evaluate whether the feature is perceived as **discriminatory against men**
- Understand **trade-offs** women are willing to make in order to guarantee a match with another woman (i.e. higher price, longer wait time, fewer earnings)
- Assess **awareness of** and **experience with** Lyft's Women + Connect feature

Participants

- Women Lyft Riders (n=400); Men Lyft Riders (n=403)
- Women Lyft Drivers (n=170); Men Lyft Drivers (n=280)

Summary of survey findings

Feature has potential to improve safety sentiment and usage among women, and many are willing to make sacrifices to guarantee a match



agree that the feature has the potential to:

- Make them **feel safer using rideshare**
- Address their **top safety concerns**
- Signal that a company is **committed to safety**



say that they would **use a rideshare app more frequently** if the company were to offer this feature.

say they would use it the same amount.



of women riders would be willing to **wait or more** for a ride with a woman driver.

of women drivers would **sacrifice more than of their earnings** for a trip with a woman rider.

Summary of survey findings

Feature has potential to enhance brand trust and even usage among men but discrimination concerns may pose a risk

agree that offering this feature **shows that the rideshare company is committed to safety.**

*"Because it demonstrates that the company is both **aware of** and **doing something about a safety issue.**"*

(Rider)

of men drivers say that they would **use a rideshare app more frequently** if the company offered this feature, citing that it would signal the company **cares about their users' wellbeing.**

- of men riders say they would use the app more frequently
- of men riders and drivers say they would use the app **less frequently**

of men drivers agree that the feature **discriminates against men. (29% of men riders share that sentiment.)**

*"Being a **black man** who has suffered a lot from **racism** and violence, this just reminds me that **I am the least important demographic at this company.** Who is trying to understand and protect me?"*

(Rider)

*"This would **punish me just for being a man** even though I am a 5.0 rated driver."*

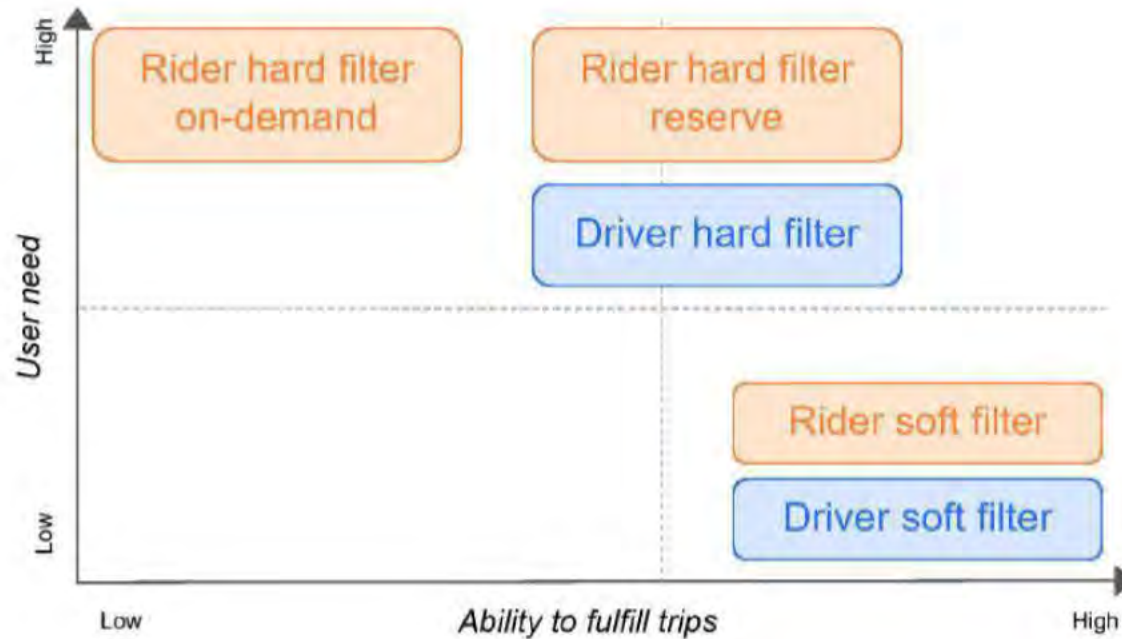
(Driver)

Options being explored

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UBER_JCCP_MDL_003041414

We are exploring 5 filters based on the 1) user need and 2) ability to fulfill trips




What other constraints are important:

WIP

REDACTED - PRIVILEGED

- 2) Risk of longer-term marketplace degradation
- 3) Longer-term benefit for Women Earner Program

We are exploring 5 filters based on the 1) user need and 2) ability to fulfill trips

Options	User considerations	User need	Marketplace considerations
Rider hard filter reserve			
Rider hard filter on-demand			
Rider soft filter			
Driver hard filter	<p>Women earnings will be impacted more than in BR (currently 10% filter on) as there will be more drivers [redacted] vs [redacted] competing for the same trips. While some women are ok making this tradeoff, we expect that this would push womendrivers to be more cautious of when to use this filter.</p>	<p>This is the option that addresses head on women driver safety concerns.</p>	<p>This product has higher AR and lower CR. However, ETAs will be longer. As there's a low % of women drivers and it has impact to earnings, we expect the negative impact to overall marketplace to be low.</p>
Driver soft filter	<p>No impact to earnings</p>	<p>While this option does not address as directly women driver concerns as a hard filter,</p>	<p>We expect marketplace benefit of this product to be lower than a hard filter.</p>

Uber

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reference US Launch

651

UBER_JCCP_MDL_003041417

Driver filters

1

Hard filter

Women Rider Preference

Product performance

Uber 1 Women Earners

653

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UBER_JCCP_MDL_003041419

Slide 653 Comments

1 @sunny.wong@uber.com @jianjin.wang@uber.com
Natalia Galvez, 4/2/2024 03:03 PM

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UBER_JCCP_MDL_003041420

Women Rider Preference

Regional Performance (WIP)

Metric	Region	Q1-23	Q2-23	Q3-23	Q4-23	Q1-24	QoQ d.m.	YoY d.d.
Gross Bookings	US & Canada							
	EMEA							
	LATAM							
	APAC							
	Global							
Trips	US & Canada							
	EMEA							
	LATAM							
	APAC							
	Global							
Monthly Active	US & Canada							

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Highlights

1. headline text
2. headline text

Lowlights

3. Usage remains limited in markets where we've launched recently (CA & AU)
 - a. Minimal communication efforts
 - b. We have only done owned channel campaigns in LatAm and minimal comms in CA & AU. We never marketed this product to prospective women drivers.
 - c. Safety risk environment
4. Earnings with WRP on are [REDACTED] (earning per online hours are equal), despite that X% of drivers still choose it

UBER_JCCP_MDL_003041421

Slide 654 Comments

- 1 @natalia.galvez@uber.com the data is updated! there's consistent drop in Q1'24, but it's consistent with the WRP dashboard. I'll need to take a deeper look at it tomorrow
Jianjin Wang, 4/5/2024 06:12 AM

Women Rider Preference

WRP Comms XP results

We tested **Women Rider Preference (WRP)** across different women driver cohorts to understand how different groups respond to this messaging. The churn cohort generated strong impact on Rides Trip Rate.



No comms

AnFT

No impact on 14D Rides
FTR

One-off XP: Series of WRP feature
comms on Day 0, 3, 5/ 36K

No impact on 14D Rides Trip
Rate

One-off XP: Series of WRP feature comms
on Day 0, 3, 5/ 10K

Increase in 14D Rides Trip Rate

One-off XP: Series of WRP feature
comms on Day 0, 3, 5/ 37K

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Women Rider Preference

Marketplace impact

Uber Women Earners

656

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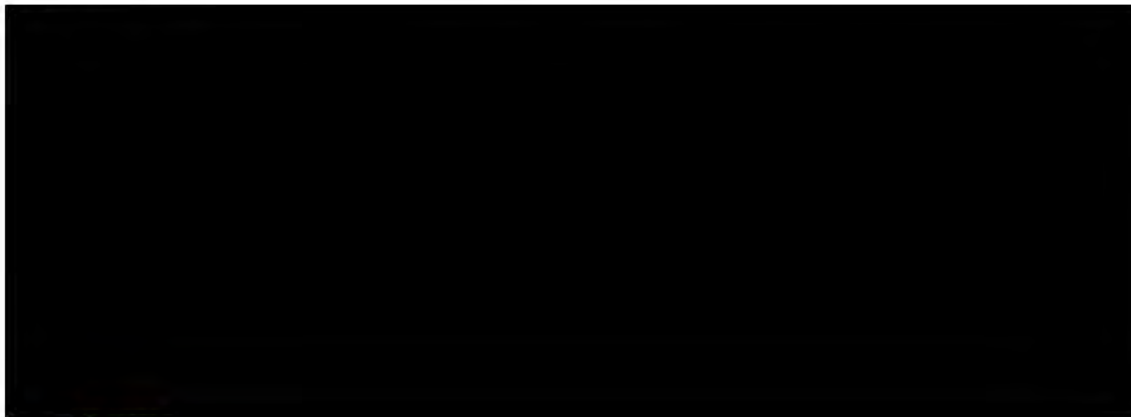
UBER_JCCP_MDL_003041424

Women Rider Preference

Women driver utilization per online hour is lower when having this filter on

Women utilization

Effect of WRP availability on utilization of women vs men in LatAm



[Source](#)

Observations

- Women Rider Preference product decreases utilization and earnings per *online* hour.
- In LatAm, after the product became available, utilization and earnings of all women fell by about [REDACTED]. The impact on women who use this product is close to [REDACTED].

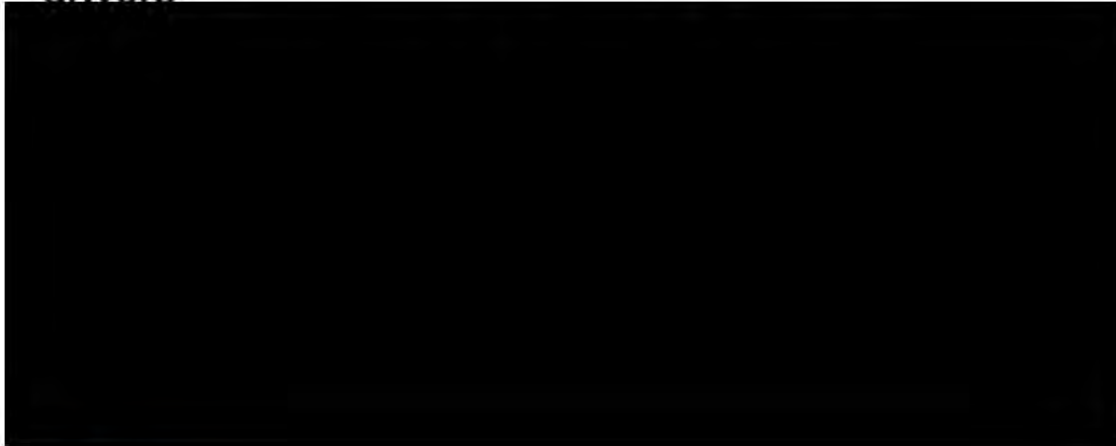
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UBER_JCCP_MDL_003041425

Women Rider Preference

Since WRP launch there was a [REDACTED] ppt increase in the share of women drivers

The impact of WRP on the share of women drivers



[Source](#)

Observations

- [REDACTED] increase in number of women drivers ([REDACTED] share of women vs total driver base)
- These results are not precise, but we can rule out increases larger than [REDACTED] increase).
- In a city with [REDACTED] [REDACTED] we're adding no more than [REDACTED] new drivers as a result of WRP

658

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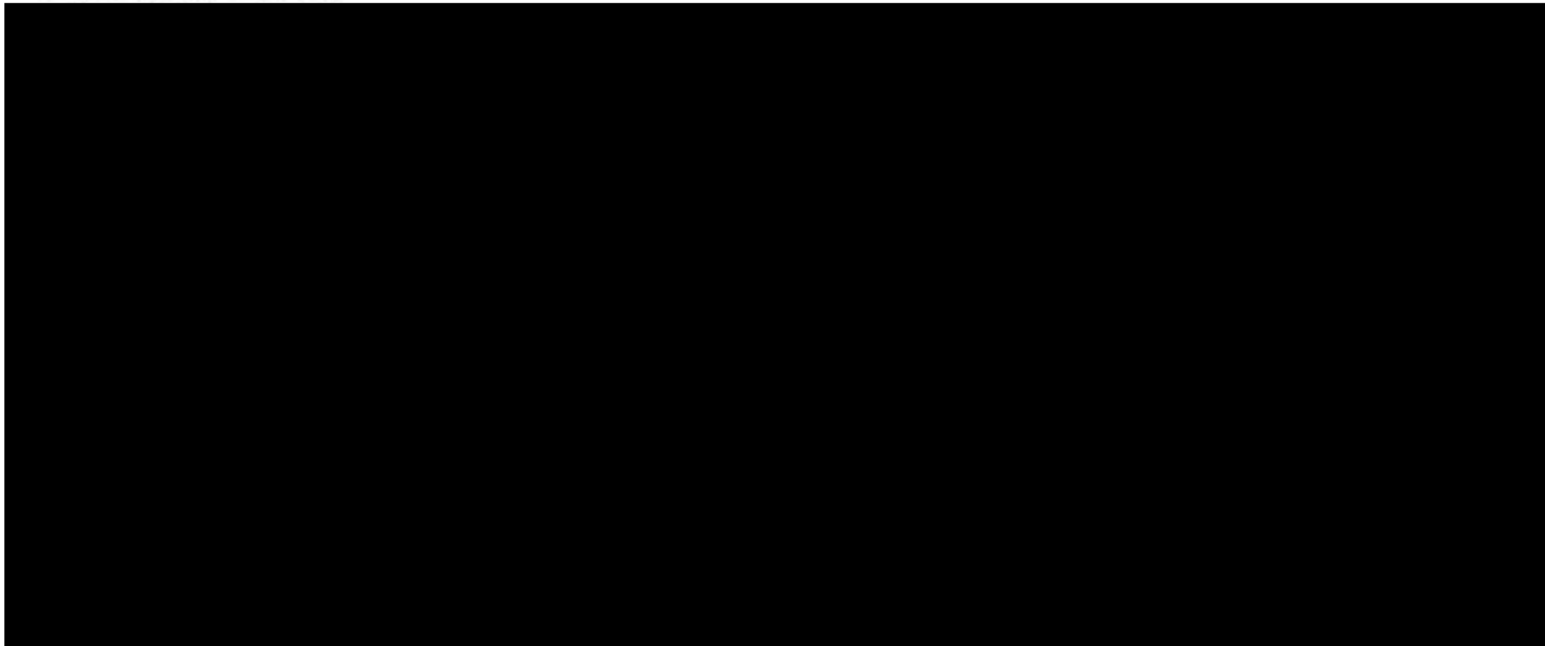
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Women Rider Preference

Impact on the share of supply hours is directionally similar, but smaller in magnitude

The impact of WRP on the share of women SHs

Data from LatAm



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UBER_JCCP_MDL_003041427

Driver filters



Faint text, possibly "Hard filter"



Soft filter

Driver Filter

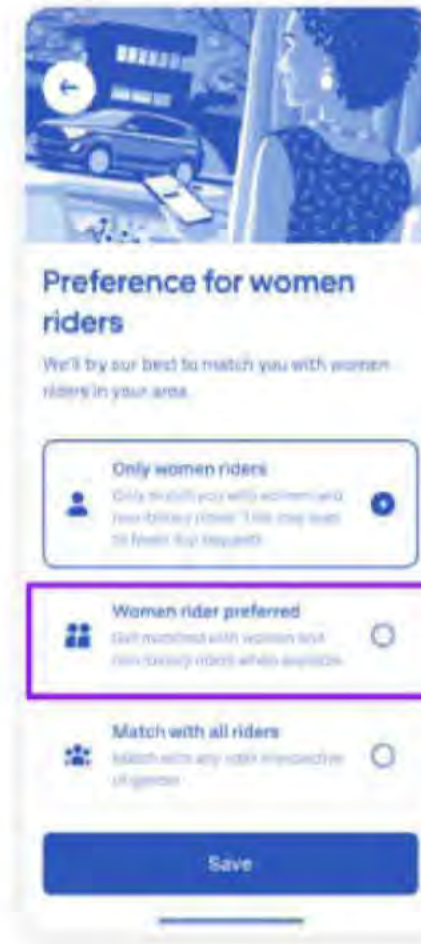
Soft filter

If women drivers select this option we'd prioritize getting them trips requested by women riders when possible

we would aim for increasing by [REDACTED] the number of times that women are matched with each other (from currently [REDACTED] of the times to [REDACTED] of the times) so that we can meaningfully show that this product is indeed prioritizing women-women matching.

Implications

- A soft filter would not have as high of a negative impact to earnings as a hard filter
- However, this product does not address directly women driver's safety need (unclear if 50% increase will be meaningfully perceived)
- Having more women drivers using this filter could lead to an increase in spinner times as offers from riders would first be offered just to women driver pool



Driver Filter

Soft filter

Text

Mari to
align w
Sunny

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662

UBER_JCCP_MDL_003041430

Rider filters

1

Hard filter On-
demand

2

Hard filter Reserve

3

Soft filter

Rider Filter

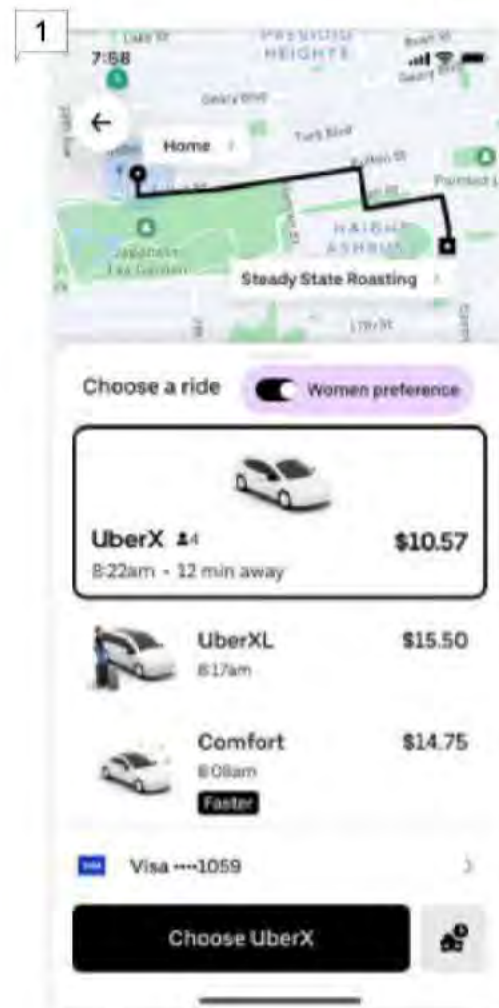
Hard filter on-demand

This option would allow riders to request rides with women drivers.

There's currently a vehicle view in Poland's (see next slide) that offers a similar alternative. Low penetration of women drivers in Poland leads to high spinner times by Women vehicle view currently has a C/R mostly due to high Rider cancellations specially during spinner time due to long ETAs and low Driver AR. Although we have a higher % of women drivers in the US, the MP team expects C/S for this product in the US to be around [REDACTED] due to ETAs increasing by [REDACTED] (rough estimate, no simulation).

Implications

→ A



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664

UBER_JCCP_MDL_003041432

Slide 664 Comments

- 1 swap for uberx vehicle view
Natalia Galvez, 4/1/2024 09:29 PM

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UBER_JCCP_MDL_003041433

Women Driver Preference

Warsaw learnings

- Launched on Oct 17, 2023 in Warsaw, Poland.
Available to all riders.
- **Rider:** Low usage [REDACTED] of all Warsaw trips [REDACTED] trips completed)
 - Most popular use-case: **Friday and Saturday nights**
- **Driver:** [REDACTED] of the total trips driven by active women drivers in Warsaw
- **Marketplace:** Low reliability [REDACTED] C/R) due to low supply
- **Safety:** No safety tickets. 3 feedback tickets related to product misuse → ~ [REDACTED] of trips ordered by men (based on gender inference model)

[Source](#)

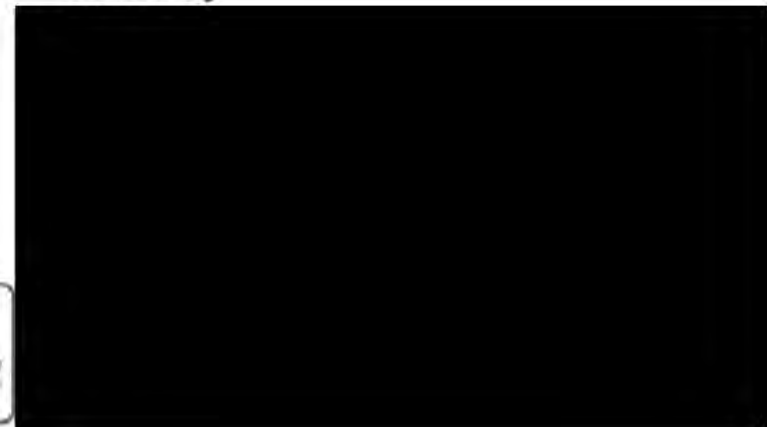
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Usage



Reliability



UBER_JCCP_MDL_003041434

Slide 665 Comments

- 1 @eleanor.li@uber.com what's the definition of cancellation here?
Jianjin Wang, 4/18/2024 04:33 PM
- 2 Hi @jianjin.wang@uber.com these are the metrics from Panorama, definition below:

Rider CR: rider_cancellations_over_requests_ratio-459
Driver CR: driver_cancellations_over_accepted_rides_ratio-459
Eleanor Li, 4/18/2024 04:05 PM
- 3 thank you! how about C/R? is it # of completed trips / # of trip requests?
Jianjin Wang, 4/18/2024 04:28 PM
- 4 I just updated it to C/Rs because it is mobility_completed_trips_per_requesting_session-459
Eleanor Li, 4/18/2024 04:33 PM

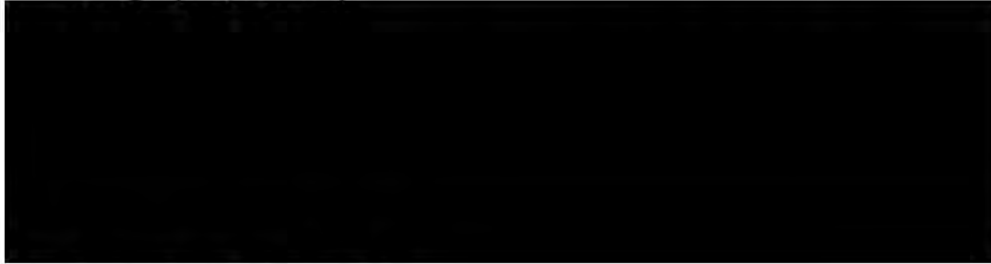
Request for Poland (real-life example)

- Total Women Rider / Women Driver Ratio (Avg) and for late night hours (8pm-9pm; 0am-1am - Fridays and Saturdays)
- How does Women supply % during Late night hours (8pm-9pm; 0am-1am - Fridays and Saturdays)
 - Without and with incentive?
- How does the general mktplace metrics perform for night hours (8pm-9pm; 0am-1am - Fridays and Saturdays)
- Let's confirm what cancel rate formula the poland team is using.

Women Driver Preference

Comparable Product Verticals MP Performance

Usage (US; Q1 '24)



WD Supply and Organic W2W Volume



Reliability (US; Q1 '24)



Inferred by assuming that the W2W Trip % to WDP Request % ratio from Poland will also apply to the US.

* Caveat:

1. Different safety environment;
2. Different MP environment (WD supply is more sufficient in the US than in PL)

[Source](#)

* Includes job board offers and UDA scheduled rides

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667

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Slide 667 Notes

Teens SH is not session-based, a teen-eligible driver is either opted-in or out. The dispatchable P1 time for teen is the P1 time for eligible and opted-in teen drivers.

Slide 667 Comments

1 Align with the view on slide 40
Eleanor Li, 4/4/2024 03:00 PM

Rider filters



Hard filter On-
demand



Hard filter
Reserve



Soft filter

Rider Filter

Hard filter

Reserve

This option would have a wait time of ~30 min but we'd remove the option to book days in advance to keep UX as close to "on-demand" as possible.

This is the option that we have higher confidence on as it would 1) considerably increase the ability to fulfill the trips, and 2) allow us to price the product at a higher price point than uberX as the benchmark for pricing here would be Reserve which already has a premium price (as we will need to compensate drivers for longer dispatches it will be important to be able to offset these costs to riders while avoiding being perceived as applying a "pink tax"). MP's team is aligned with this recommendation.



Tues
Srishti

Uber

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669

UBER_JCCP_MDL_003041440

Slide 669 Comments

- 1 **add a vehicle view**
Natalia Galvez, 4/1/2024 09:33 PM
- 2 **@bajaj@uber.com**
Natalia Galvez, 4/1/2024 09:33 PM

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UBER_JCCP_MDL_003041441



Rider filters



Hard-filter On-
demand



Hard-filter
on-demand



Soft-filter

Rider Filter

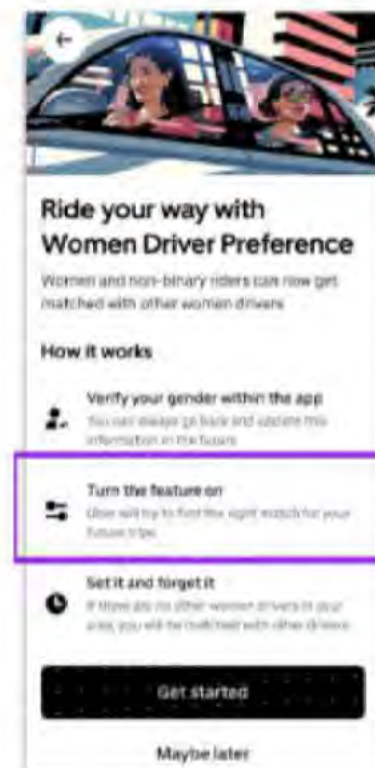
Soft filter

If women drivers select this option we'd prioritize getting them trips requested by women riders when possible

we would aim for increasing by 50% the number of times that women are matched with each other (currently 13% of the times) so that we can meaningfully show that this product is indeed prioritizing women-women matching.

Implications

- A soft filter would not have as high of a negative impact to earnings as a hard filter
- However, this product does not address directly women driver's safety need
- Having more women riders using this filter could lead to an increase in spinner times as offers from riders would first be offered just to women driver pool.



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672

UBER_JCCP_MDL_003041444

Driver Filter

Soft filter

Text

Mari to
align w
Sunny

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discussion

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673

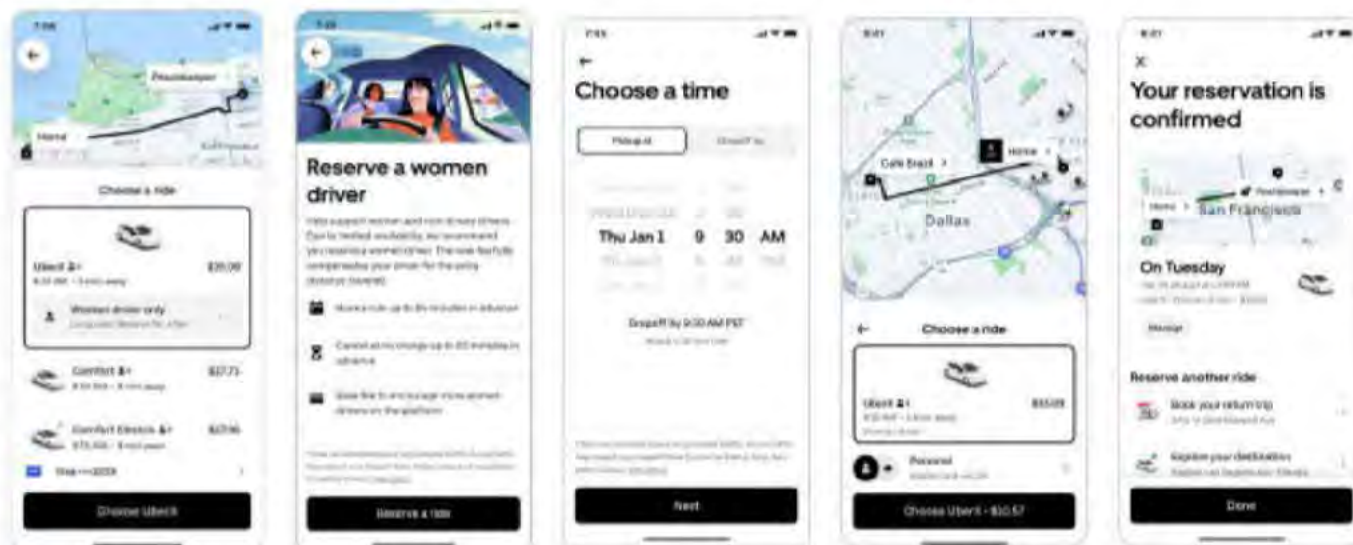
UBER_JCCP_MDL_003041445

3

Rider Pilot: High supply cities, set clear ETA expectations integrate with Reserve

High Supply US Cities
Candidates:

Fallback to Reserve Flow if no supply for a higher chance of match



* Early Design Explorations. Design and Copy WIP

- 79 cities (LV, Houston, Phoenix, Atlanta + small cities)
- 12% of trips
- Criteria: supply/demand ratio below [REDACTED]
- Uber X only

High Supply US Cities
Candidates:

- 168 cities
- CLV, Houston, Phoenix, Atlanta + small cities)
- 12% of trips
- Criteria: supply/demand ratio below [REDACTED]
- Uber X only

674

UBER_JCCP_MDL_003041446

Uber |

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Slide 674 Comments

- 1 @bajaj@uber.com
 @natalia.galvez@uber.com
 @varunh@uber.com
 @jianjin.wang@uber.com
 @xindeling@uber.com
 @anoosha@uber.com
 Added this slide here with general recommendations and design explorations let me know what you think
 1 total reaction
 Anoosha Sajjad reacted with 🍻 🍻 at 2024-04-30 10:36 AM
 Reassigned to bajaj@uber.com
 Mariana Esteves, 4/30/2024 06:13 PM
- 2 Added some more screens to help complete the flow
 Anoosha Sajjad, 4/30/2024 05:37 PM
- 3 Depending on how we want to tell the story, I added some slides here to showcase the flow
 Xindeling Pan, 4/30/2024 06:13 PM

Scenario 1: Woman driver available within UberX radius

Product selector

Discover women driver only option



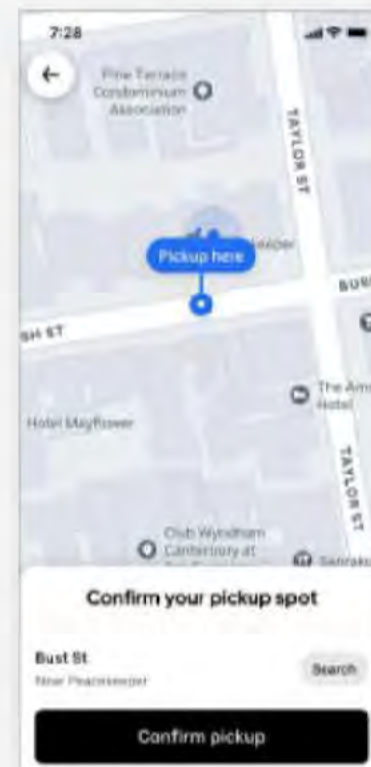
Product selector

Compare products and select Women driver only option



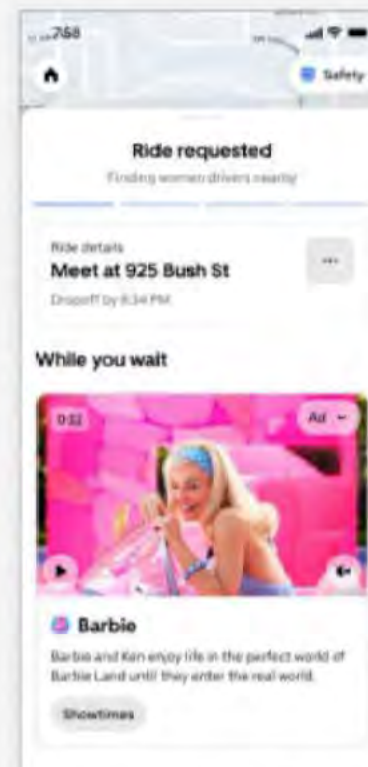
Pickup refinement

Confirm pickup spot



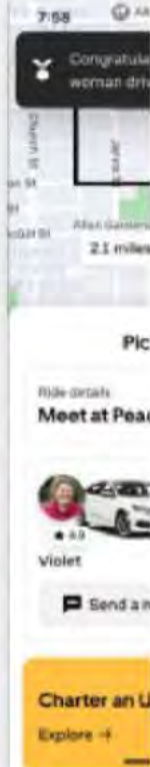
Dispatch

Wait to be matched to a woman driver



Enroute

A woman way to pic



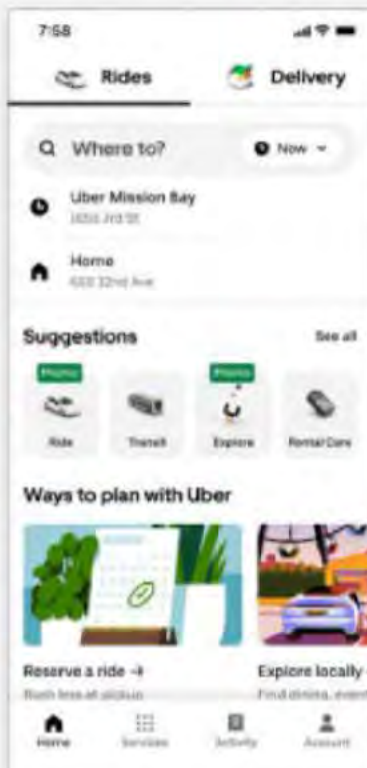
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Scenario 2: Woman driver available beyond UberX radius (1/2)

Rides home

Tap "Where to" or
Select a shortcut



Product selector

Discover women driver
supply is low



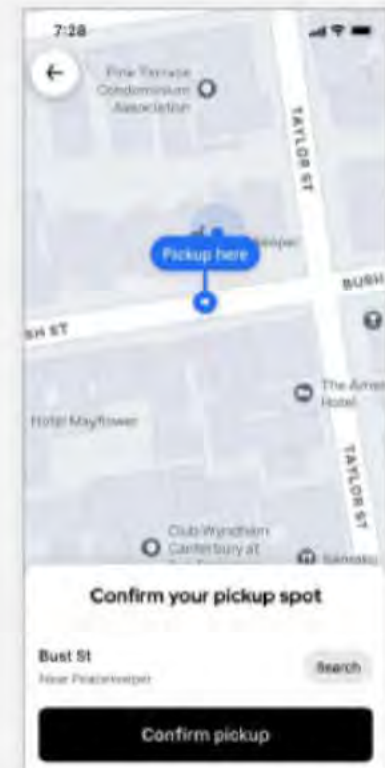
Product selector

Decide if they're ok with long
wait and extra cost



Pickup refinement

Confirm pickup spot



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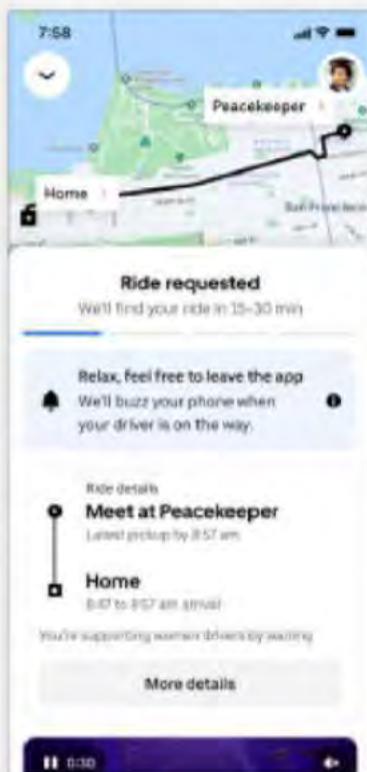
Slide 676 Comments

- 1 If we only show one option in the flow, it might be easier to follow. @bajaj@uber.com @mariana.esteves@uber.com
Xindeling Pan, 4/30/2024 06:27 PM

Scenario 2: Woman driver available beyond UberX radius (2/2)

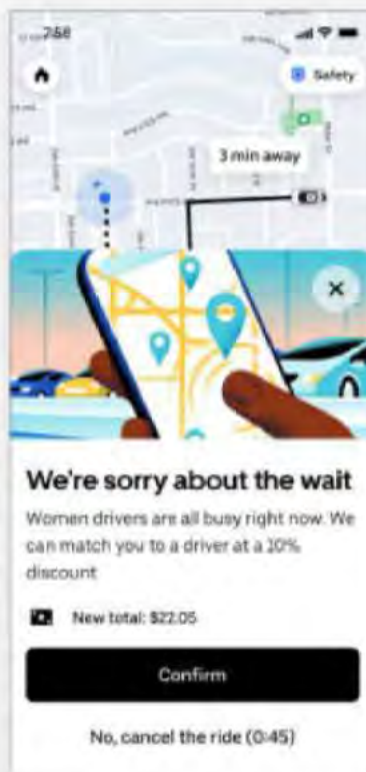
Dispatch

Wait to be matched to a woman driver



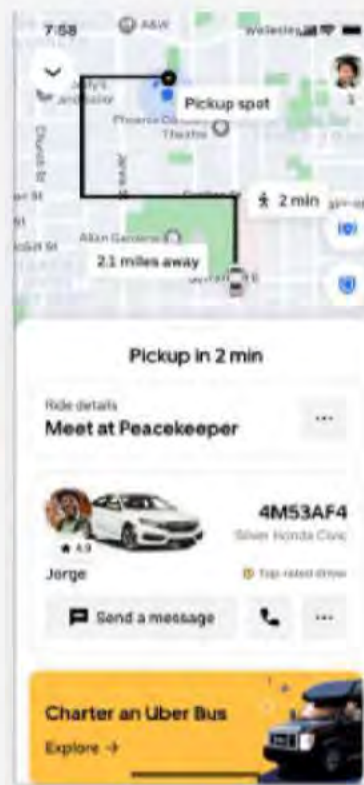
Enroute

A woman driver is on her way to pickup spot



Enroute

A driver is on his way to pickup spot



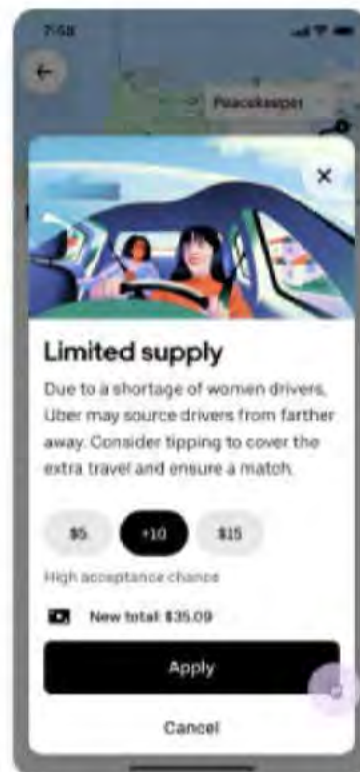
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UBER_JCCP_MDL_003041451

Different ways to inform users about the additional cost



Option 1
Show a single additional price option



Option 2
Show multiple additional price options



Option 3
Show a single additional price option and wait time

UBER_JCCP_MDL_003040649**Metadata**

All Custodians	Akamine, Mike;Hasbun, Andrew;Kansal, Sachin;	SEMANTIC
All Paths	Akamine, Mike: \REFRESH_Drive_Set1\REFRESH_Drive_Set1_7.zip; Akamine, Mike: \REFRESH_Drive_Set1\REFRESH_Drive_Set1_7.zip; Hasbun, Andrew: \REFRESH_Drive_Set11\REFRESH_Drive_Set11_3.zip; Hasbun, Andrew: \REFRESH_Drive_Set11\REFRESH_Drive_Set11_3.zip; Kansal, Sachin: \REFRESH_Drive_Set12\REFRESH_Drive_Set12_13.zip; Kansal, Sachin: \REFRESH_Drive_Set12\REFRESH_Drive_Set12_13.zip	SEMANTIC
Application	Microsoft 2007 PowerPoint Presentation	SEMANTIC
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Confidentiality	Confidential	SEMANTIC
Date Created	04/01/2024 4:17 pm	SEMANTIC
End Family	UBER_JCCP_MDL_003041452	SEMANTIC
File Path	\REFRESH_Drive_Set1\REFRESH_Drive_Set1_7.zip	SEMANTIC
File Size	136668134	SEMANTIC
Hidden Content	Yes;	SEMANTIC
Other Custodians	Akamine, Mike;Hasbun, Andrew;Kansal, Sachin;	SEMANTIC
Primary Date	04/01/2024 4:17 pm	DOC_TYP E_ALIAS
Production Volume	JCCP_MDL101;JCCP_MDL205;JCCP_MDL273;	SEMANTIC
Redacted	Yes	SEMANTIC
Sort Date	10/18/2024 9:41 pm	SEMANTIC